



PAPER ID-310040

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Subject Code: KMBI301

Roll No:

**MBA-INT  
(SEM III) THEORY EXAMINATION 2023-24  
BUSINESS COMMUNICATION-I**

TIME: 3 HRS

M.MARKS: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

**SECTION A**

1. Attempt all questions in brief.

2 x 10 = 20

Qno.	Question	Marks	CO
a.	Define Business Communication.	2	1
b.	Write any four importance of business communication.	2	1
c.	Define channel of communication.	2	2
d.	What do you mean by body language?	2	2
e.	Define network in communication	2	3
f.	What is decoding?	2	3
g.	Write two Importance of Effective Listening	2	4
h.	Write any four roles of effective listening	2	4
i.	Define written communication.	2	5
j.	Write any two roles of email communication.	2	5

**SECTION B**

2. Attempt any three of the following:

10 x 3 = 30

Qno.	Question	Marks	CO
a.	Explain the Barriers in Business Communication.	10	1
b.	Define Oral Communication and its types of oral communication	10	2
c.	Define Business letter and its types used in the organization	10	3
d.	Explain the importance of effective listening.	10	4
e.	Enumerate the general principles of writing	10	5

**SECTION C**

3. Attempt any one part of the following:

10 x 1 = 10

a.	Enumerate the communication process with suitable diagram.	10	1
b.	What are 7 C's of Communication? Explain.	10	1

4. Attempt any one part of the following:

10 x 1 = 10

a.	What are the characteristics of grapevine communication?	10	2
b.	Why business communication uses Electronic writing?	10	2

5. Attempt any one part of the following:

10 x 1 = 10

a.	Define Teleconferencing and the various types of Teleconferencing in the organizations.	10	3
b.	State the importance of Clarity Business Writing in business	10	3

6. Attempt any one part of the following:

10 x 1 = 10

a.	Explain the different strategies for effective listening	10	4
b.	What are the different barriers to listening? Explain how to overcome these barriers.	10	4

7. Attempt any one part of the following:

10 x 1 = 10

a.	Explain the guidelines for effective written business communication	10	5
b.	What are the advantages and disadvantages of e-mail?	10	5