

MBA (INTEGRATED)
(SEM -III) THEORY EXAMINATION 2018-19
BUSINESS COMMUNICATION-I

*Time: 3 Hours**Total Marks: 70*

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

SECTION A

- 1. Attempt *all* questions in brief. 2 x 7 = 14**
- a. Define Business communication.
 - b. How many types of Communication?
 - c. What is Written Communication?
 - d. Explain Listening.
 - e. How many types of Barriers to communication?
 - f. What is the use of Hierarchy in communication?
 - g. Draw communication Channels.

SECTION B

- 2. Attempt any *three* of the following: 7 x 3 = 21**
- a. What is difference between formal and informal communication?
 - b. How does body language and posture affect communication?
 - c. What is meant by communication barriers?
 - d. What do you understand by Understanding communication?
 - e. Explain the types of Business communication

SECTION C

- 3. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) What is listening? What is its role in the working of an organization?
 - (b) What are the characteristics of Writing skills?
- 4. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) Communication in an organization is multi-dimensional. Comment.
 - (b) What is feedback? Explain its process.
- 5. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) Describe the principles of effective communication 7Cs.
 - (b) What are the barriers to Listening?
- 6. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) What are the roles of Listening in a Business Context?
 - (b) Communication is the life blood of business. Explain.
- 7. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) What are the roles of principles of writing?
 - (b) What are the conventional modes of communication?