



Roll No:

MBA(Integrated)
(SEM IV) THEORY EXAMINATION 2023-24
BUSINESS COMMUNICATION-II

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

Q no.	Question	Marks	CO
a.	Define paralanguage.	02	1
b.	What are the two sides of effective oral communication?	02	1
c.	List three disadvantages of written communication	02	2
d.	Define conciseness in the context of written communication	02	2
e.	What are the essential components of a business letter layout?	02	3
f.	What do you mean by Layout?	02	3
g.	How does teleconferencing differ from video conferencing?	02	4
h.	Define intranet.	02	4
i.	What are the purposes of writing minutes for a meeting?	02	5
j.	What is a resolution in the context of a corporate meeting?	02	5

SECTION B

2. Attempt any three of the following: 3 x 10 = 30

a.	Discuss the key principles of successful oral communication and their impact on effective interactions.	10	1
b.	Enumerate the primary purposes of written communication in a business context and provide examples. Analyze the pros and cons of written communication.	10	2
c.	Explain the importance of business letters in professional communication, providing examples of different types and their purposes.	10	3
d.	Discuss the importance of a well-structured CV. Also explain the key components of CV.	10	4
e.	Explain the scope and importance of corporate communication within an organization.	10	5

SECTION C

3. Attempt any one part of the following: 1 x 10 = 10

a.	Examine the role of body language in oral communication, providing examples of positive and negative body language.	10	1
b.	Discuss the challenges of maintaining effective oral communication in a digital age where face-to-face interactions are limited.	10	1

4. Attempt any one part of the following: 1 x 10 = 10

a.	Discuss various writing techniques that can be used to improve clarity and effectiveness in written communication.	10	2
b.	Analyze the impact of digital communication tools on the principles and practices of written communication.	10	2

