



HEB-161100020106 Seat No. _____

M. B. A. (Sem. I) (CBCS) Examination

November / December – 2017

Managerial / Business Communication

Time : **3** Hours]

[Total Marks : **70**

- 1 What is Business Communication? Describe and explain all the Barriers affecting the process of communication in Detail. **14**

OR

- 1 Explain Business communication and its process with a proper diagram. Also explain the effectiveness of seven C's of communication in detail. **14**

- 2 (A) What are the purpose and principles of Effective Writing Skills? **7**

- (B) Write the difference between Essays, Reports, and Journals. **7**

OR

- 2 (A) Explain the factors that adversely affect Listening Skills. **7**

- (B) Define Non-Verbal communication and its types and classification. **7**

- 3 Explain the concept of Business Etiquette. Describe in detail all the Business manners of different countries with proper example in each. **14**

OR

- 3 Give the details of guidelines of writing Summer Project Report with the proper format and example, by selecting a company of your own choice. **14**

- 4 (A) Write a note on effective Conversation skills. **7**

- (B) Write a note on effective Speaking/Oral skills. **7**

OR

- 4 (A) "Preparation and structuring is important for Presentation" Explain. 7
- (B) Define Negotiating Skills with the stages of process of negotiation. 7
- 5 Write any **two** answers :
- (1) Define Group discussion and its techniques/methods. 7
- (2) Draft a sample Resume for a manager post. 7
- (3) Interview types and important Etiquettes. 7
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