



JBI-161100020106 Seat No. _____

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

December - 2019

Managerial/Business Communication

Time : 3 Hours]

[Total Marks : 70

- 1 Define Presentation Skills. Why is Structuring Presentation and Time limits important in Presentation? Give the details of essential of Presentation. 14

OR

- 1 Explain the Concept of Negotiation Skill. Discuss in detail significance, factors affecting and stages in negotiation process. 14

- 2 (A) Discuss the details of Guidelines and format of Summer Project report. 7

- (B) Write a note on Business Memos and Emails with its format. 7

OR

- 2 (A) Explain Business Letters with forms and its layout in detail. 7

- (B) Define Business report. Give the Difference between Essays, Reports and Journals. 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 What is Business Communication? Explain Principles of seven C's and Ways to improve Business Communication skills. 14

- 4 (A) Write a note on Writing Skills and its purpose. 7
(B) Explain various Speaking styles and Guidelines for developing Speaking Skills. 7

OR

- 4 (A) Write a note on Types and Classification of Non Verbal communication. 7
(B) Explain the process of Listening skills and characteristics of effective and ineffective Listeners. 7

5 Write Short Note on : (Any **Two**)

- (A) Explain Resume and CV, along with its Format and Components to prepare the same. 7
(B) What is Interview and its types? Discuss the important factors to face an Interview. 7
(C) Give the Guidelines for Group discussion and Debate. 7
