



JBH-161100080105 Seat No. _____

**M B. M. (Banking and Finance) (Sem. I) (CBCS)
Examination**

December - 2019

Managerial Communication

Time : 3 Hours]

[Total Marks : 70

- 1 Explain in detail the process of Business Communication. 14
What do you think, what are the most applicable barriers
to effective communication process ?
- OR**
- 1 Explain Business Etiquette. Also discuss in detail 14
business manners in different countries with examples.
- 2 Explain Negotiation Skills. What are the Objectives, 14
factors and stages in Negotiation process.
- OR**
- 2 What is Summer Project Report and Business Reports ? 14
Write the Guidelines and format of writing a Summer
Project report in detail.
- 3 Explain Speaking and Conversation skills. Discuss in 14
detail Speaking styles and guidelines for Speaking Skills.
- OR**
- 3 What are the steps involved in Presentation Planning 14
and why is timing important in presentation skills ?
- 4 What is Nonverbal Communication? Give the details 14
for Classification and Guidelines of Non Verbal
Communication.
- OR**
- 4 Explain seven C's of Communication. What are the 14
ways to improve Business Communications Skills ?
- 5 Write Short Notes : (Any Two)
- (A) Business Letters and Memos. 7
- (B) Purpose and Principles of Writing Skills. 7
- (C) Give the detail of Good and Guidelines to improve 7
Listening Skills.