



BU-19MBA106

Seat No. _____

M. B. A. (Sem. I) (CBCS) (W.E.F. 2019) Examination

April - 2021

Managerial Communication

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions :** (1) Attempt any **five** questions.
(2) Each question carries **equal** marks.

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| 1 | Define Communication. Also explain barriers to communication with suitable examples. | 14 |
| 2 | Describe Organizational communication with contemporary examples. | 14 |
| 3 | Explain Principles of effective writing with examples. | 14 |
| 4 | Describe the characteristics and advantages of non-verbal communication. | 14 |
| 5 | Explain factors affecting and process of Negotiation skills. | 14 |
| 6 | Describe essential of presentation and role of Technology in presentation. | 14 |
| 7 | Explain essentials of good business letters and memos with suitable examples. | 14 |
| 8 | Describe Form and Lay out of business letters. | 14 |
| 9 | Describe importance of Resume and application letter. | 14 |
| 10 | Describe Telephone Etiquette and Business Dinning Etiquette. | 14 |