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**MBA**  
**(SEM I) THEORY EXAMINATION 2023-24**  
**BUSINESS COMMUNICATION**

**TIME: 3HRS****M.MARKS: 100****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief.**

Q no.	Question	Marks	CO
a.	Define the term communication.	2	1
b.	Describe the role of horizontal communication in an organisation by giving in a suitable example.	2	1
c.	'Gestures are observed action'. Express your opinion on the statement.	2	2
d.	Explore the importance of written communication in business organisation.	2	2
e.	Differentiate between Memos and Circular.	2	3
f.	Classify the presentation with example.	2	3
g.	Define teleconferencing with its uses in organisation.	2	4
h.	Discuss any two don'ts of GD.	2	4
i.	Point out the role of 'Objectives' in group communication.	2	5
j.	List out the etiquettes to be considered at the time of interview.	2	5

**SECTION B****2. Attempt any three of the following:**

a.	Assess the magnitude of the crisis and provide suggestion for your management team.	10	1
b.	Explain the importance of oral communication with two sides of effective oral communication	10	2
c.	Discuss the role of visual aids in the organisation.	10	3
d.	Explain CV with its types.	10	4
e.	Write short note on – 1. Workshop 2. Conference	10	5

**SECTION C****3. Attempt any one part of the following:**

a.	Explain the principal barriers to communication and suggest measures to make communication effective.	10	1
b.	Grapevine is climber or creeper. Determine your answer with advantage and disadvantage of grapevine communication?	10	1

**4. Attempt any one part of the following:**

a.	'Listening improves employee and employer relationship'. Discuss the statement with five barriers to effective listening.	10	2
b.	Discuss the importance of non-verbal communication with its importance and way to improve non-verbal communication in the organisation.	10	2

**5. Attempt any one part of the following:**

a.	Discuss the routine and persuasive letters with appropriate example.	10	3
b.	Explain the 7c's of communication.	10	3

**6. Attempt any one part of the following:**

a.	Explain the way technological advancement affecting on business communication.	10	4
b.	Imagine yourself as HR executive of XYZ company and schedule the GD for the campus selection in an academic institute.	10	4

**7. Attempt any one part of the following:**

a.	Explain the business etiquette and Manners of introducing yourself and others.	10	5
b.	'Media enhances the life of organisation' Justify the statement with the process of media management.	10	5