

# END TERM EXAMINATION

FIRST SEMESTER [MBA] DECEMBER - 2012

Paper Code: MS 111/MSP 201

Subject: Business Communication

Time : 3 Hours

Maximum Marks :60

Note: Attempt any five questions. All questions carry 12 marks each.

Q1. What do you understand by 'Communication Process'? Explain barriers and gateways to communication.

Q2. How would you prepare yourself for oral business presentation? Suggest ways following which one can become an effective listener.

Q3. Write short notes on:  
(a) Negotiation process and its management by effective communication skills.  
(b) Effective email etiquette.

Q4. Discuss importance of effective team communication skills and ways in which it can be developed. Mention merits & demerits of a team.

Q5. Write short notes on:  
(a) Importance of body language and gestures in cross-cultural communication.  
(b) Impact of technology on business communication.

Q6. Discuss need of ethics in business communication. What are guidelines that an organization should follow to fulfill its responsibility towards ethical business communication.

Q7. What are various mass communication and promotional strategies adopted by organization? Discuss issues in business communication that lead to legal consequences.

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# END TERM EXAMINATION

FIRST SEMESTER [MBA] DECEMBER 2015

Paper Code: MS111

Subject: Business Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Explain in brief the Communication Process. What are the various barriers in the way of Communication? Explain how to overcome these barriers? (15)
- Q2 Explain in brief principles of effective written communication. Write a commercial letter to all your dealers and distributors informing them about the importance of quality to be maintained when you are manufacturer of passenger car. Make required assumptions at the time of drafting such a letter. (15)
- Q3 (a) What are the steps involved in report Writing? Enumerate these steps with a brief explanation of each step. (7.5)  
(b) How to prepare minutes of meetings? A meeting of all faculty members of school of management has been held on Nov 15, 2015 by the Dean of the school to discuss program of classes, completion of course curriculum, attendance of students etc. Draft minutes of the meeting held. (7.5)
- Q4 Write notes on the following:- (2x7.5=15)  
(a) How to prepare a CV and application letter?  
(b) How to face employment Interviews?
- Q5 (a) What are Press Releases? Your Institute has recently held a seminar on "Swachh Bharat Campaign-its challenges involved" in which you invited several esteemed dignitaries. What can be the press release for such an event? Make necessary assumptions to write a press release.(7.5)  
(b) How Press Releases are different from Public Relation? Explain with the help of examples. (7.5)
- Q6 What is Negotiation Process? What steps are involved? How can it be managed? Give examples. (15)
- Q7 (a) Write a note on Cross-cultural dimensions of Business Communication. (7.5)  
(b) Explain in brief ethical and legal issues in Business Communication.(7.5)
- Q8 What is the importance of Non-Verbal Communication? Explain its various types and their importance. Give examples to illustrate your answer. (15)

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# END TERM EXAMINATION

FIRST SEMESTER [MBA] NOVEMBER - DECEMBER 2017

Paper Code: MS-111

Subject: Business Communication

(Batch 2017 Onwards)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 As a volunteer for a non profit organization in your town engaged in creating awareness for cancer, you have been asked to write the fundraising letter for the organization. Write a letter explaining clearly and convincingly the purpose and need for the same.
- Q2 Explain the process of communication. Discuss in detail the barriers and gateways to communication.
- Q3 What are the essentials of effective resume writing? Write your detailed resume keeping in mind the same.
- Q4 Explain the differences between oral and written communication. Recall the team presentations that you have seen in your classes. What qualities made some team presentations better than the others?
- Q5 Differentiate between high context and low context culture. How would you prepare a Japanese employee to join an American firm, keeping in mind the cultural differences?
- Q6 (a) What are ethical dimensions of business communication? Discuss with an example.  
(b) Assume that you are a manager at a firm which uses blog as a medium of communication. Write a blog to your employees, encouraging them to participate in upcoming New Year celebrations in the office. <https://www.ggsipuonline.com>
- Q7 Write short notes on **any three** of the following:-  
(a) Negotiation Process  
(b) Role of active listening  
(c) Business Communication via social network.  
(d) Parts of a project report.

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# END TERM EXAMINATION

FIRST SEMESTER [MBA] DECEMBER 2016 – JANUARY 2017

Paper Code: MS-111

Subject: Business Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 What is communication? Differentiate between formal and informal communication. How will your communication skills contribute to your company's success?
- Q2 Discuss why we have difficulty in listening well. Describe an annoying phone practice that you observed or experienced and explain how it can be improved.
- Q3 How has cultural diversity contributed to the increased importance of intercultural communication? Differentiate between high context and low context cultures.
- Q4 Why do you have to limit your scope when planning an oral presentation? How does the delivery method of impromptu speaking differ from the delivery method of speaking from notes?
- Q5 Is effective communication and ethical communication the same thing? Is it ethical to use cartoons to promote a product or target children who are too young to understand that they are being targeted?
- Q6 You want to pursue an online programme that will help you at work. The course fee is high and you want your company to bear some percent of the cost. Your manager asks you to write a proposal and submit it to him through email. Prepare the mail.
- Q7 What are press releases? How are they different from advertisements? Prepare a press release for a new course launched by a renowned university.
- Q8 Write short notes on:-  
(a) Newsletters  
(b) Employment Interviews

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