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**M.B.A. (Part - I) (Semester - I) (CBCS) Examination, March - 2016**

**BUSINESS COMMUNICATION (Paper - VI)**

**Sub. Code : 57109**

**Day and Date : Thursday, 31 - 03 - 2016**

**Total Marks : 80**

**Time : 11.00 a.m. to 2.00 p.m.**

- Instructions :** 1) Q1 and Q5 are compulsory.  
2) Attempt any 2 from Q.2 to Q.4.

**Q1)** Mr. Rakesh, manager of a manufacturing company in Delhi has introduced major changes in organisational policy. The change has affected a large number of employees. A good deal of misinformation has spread amongst employees through grapevine. Employees are dissatisfied. How will you help the Manager to understand and deal with problem. **[20]**

**Q2)** a) Define communications and explain process with suitable diagram. **[10]**  
b) Discuss various digital communication forms used for communication. **[10]**

**Q3)** a) What is effective listening? What are obstacles of effective listening. **[10]**  
b) You have received goods in damaged conditions. As a store Manager write a "Complaint" letter to vendor M/s Purshottam Traders Pvt. Ltd, Nashik. **[10]**

**Q4)** a) Explain significance of report writing in business communication. **[10]**  
b) Discuss "Non verbal form of communication is as important as verbal communication". **[10]**

**P.T.O.**

Q5) Write short notes (any 4) :

- a) Types of Reports.
- b) Banking Correspondences.
- c) Agenda and Notices.
- d) Body languages.
- e) Ethics in Communication.
- f) E mail.

