

**Regu. E - 430**

**Total No. of Pages :1**

Seat No.	
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**M.B.A. (Part-I) (Semester -I)(New Course) (Revised)**  
**(Regular) Examination, May - 2014**  
**COMMUNICATION SKILLS (Paper - VI)**  
**Sub. Code : 48325**

**Day and Date : Thursday, 29 - 05 - 2014**

**Total Marks : 70**

**Time :2.30 p.m. to 5.30 p.m.**

- Instructions :**
- 1) **Q. No. 1 and Q No. 5 are compulsory.**
  - 2) **Attempt any two questions from Q. Nos. 2, 3 and 4.**
  - 3) **Figures to the right indicate full marks.**

**Q1) Case study:**

Kohinoor Textile Industry runs three shifts. State the communication problems involved as the three different sets of workers attending the three shifts. [20]

**Q2) a) Explain in brief the different forms of communication. [8]**

b) What are the barriers of Effective communication. [7]

**Q3) a) You need an intercom system for your office. Draft a request for a quotation giving all details of your requirements, to be sent to manufacturers of the system. [8]**

b) Draft a reply to the advertisement given below:

A plastic processing unit engaged in manufacturing various packaging products requires Marketing Executives. Science graduate with M.B.A. in marketing apply within 10 days to Box No. 882, Times of India, Pune.

[7]

**Q4) a) Explain the different types of reports. [8]**

b) State the importance of body language in communication. [7]

**Q5) Write short notes on any four of the following: [20]**

- a) Significance of Listening in Business communication.
- b) Group Discussion.
- c) Fax.
- d) Interview Techniques.
- e) E - mail.
- f) Managerial skills.

*EEE*