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**M.B.A. (Part - I) (Semester - I) (CBCS) Examination,
December - 2014**

BUSINESS COMMUNICATION (Paper - VI) (New)

Sub. Code : 57109

Day and Date : Tuesday, 16 - 12 - 2014

Total Marks : 80

Time : 10.00 a.m. to 1.00 p.m.

- Instructions :**
- 1) **Question no. 1 and 5 are compulsory.**
 - 2) **Any two out of question no. 2, 3 and 4.**

Q1) The Director of your organisation is concerned about the poor participation and performance of the students in academic and extra curricular activities.

Prepare a detail report explaining your point of view related to the above mentioned issue and suggest effective solutions to improve the situation. **[20]**

Q2) a) Define communication and explain its importance in Business world. **[10]**

b) Write in detail the barriers to effective communication. **[10]**

Q3) a) Explain the process of communication and its importance in effective communication. **[10]**

b) Assume you are the secretary of J.P. Tools Pvt. Ltd. and prepare a notice and agenda for the fourth meeting of Board of Directors. **[10]**

Q4) a) Prepare a letter of Application for the post of assistant manager in the H.D.F.C. Bank (Branch - Pune). Enclose your resume. Imagine necessary details. **[10]**

b) Your college sports club has ordered sports material from sunny sports Equipments, Chandigarh. But there has been a delay in fulfilling the given order. Write a letter of complaint and ask for proper explanation. **[10]**

P.T.O.

Q5) Write short notes on (any 4) :

- a) Ethics in managerial communication.
- b) Teleconferencing and Videoconferencing.
- c) Types of Reports.
- d) Body Language.
- e) Importance of Listening in communication.
- f) Advantages and Disadvantages of social media.
