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| No.  |       |  |

Total No. of Pages: 2

## M.B.A. (Part - I) (Semester - I) Examination, May - 2014 Business Communication (CBCS)

Sub. Code: 57109

Day and Date: Monday, 19-05-2014

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

Total Marks: 80

Instructions: 1) Question no. 1 and 5 are compulsory.

2) Any two questions from question no. 2,3,4.

- Q1) There has been significant decline in the business of the urban branches of a nationalized bank. You as Regional manager along with your other counter parts have to prepare a detail report about the causes of decline in business and suggest ways to improve the situation [20]
- Q2) a) Define communication and write the objectives of communication. [10]
  - b) 'Communication is a two way process'. Explain. [10]
- Q3) a) Write the barriers in communication and ways to overcome the barriers [10]
  - b) Name the important skills in communication and explain why listening is most important communication skill. [10]
- Q4) a) Wanted for a English Medium School trained teachers for all subjects. Preference will be given to higher qualified and experienced teachers. Prepare a letter of application for the above post along with your resume.

  [10]
  - b) Your class has decided to go for a picnic. Write a letter of enquiry to the owner of the bus service to gather required information. [10]

## CBCS - E - 731 [20]

## Q5) Write short notes on (any 4)

- a) Importance of Silence.
- b) Types of Reports.
- c) Ethics in communication.
- d) Electronics media in Communication.
- e) Facial Expressions.
- f) Use of Social media.

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