

Seat No.	
-------------	--

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]**

P.T.O.

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.

