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M.B.A. (CBCS) (Part - I) (Semester - I) Examination, May - 2015
BUSINESS COMMUNICATION (Paper -VI)
Sub. Code : 57109

Day and Date : Thursday, 28-05-2015

Total Marks : 80

Time : 3.00 p. m. to 06.00 p.m.

- Instructions :**
- 1) Question 1 and 5 are compulsory.
 - 2) Attempt any 2 questions out of Q. No. 2,3,4.

Q1) A Committee of teachers and students has been appointed to investigate the causes of increasing failure at M. B. A (theory) examinations held in April 2014 by the Shivaji University. Submit a detail report to your Principal/ Director about the findings of the committee and its recommendations. **[20]**

Q2) a) Define communication and write its importance and objectives. **[10]**

b) 'Communication is a Social activity'. Explain. **[10]**

Q3) a) Write the Barriers of effective communication and the techniques to overcome the Barriers. **[10]**

b) Prepare a detail note on advantages and disadvantages of written and oral communication. **[10]**

P.T.O.

Q4) a) Write a letter from Raj Cycles Ltd. to Hero Cycles Ltd. Bangalore enquiring their latest catalogue and price list. Ask for best terms of sale. [10]

b) What is a report? Write the different types of reports. [10]

Q5) Write short notes on any four. [20]

a) Listening

b) Group Discussions

c) Mobile Communication

d) E-mail.

e) Eye Contact.

f) Body Language

