

Seat No.	
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M.B.A. (PART-I) (Semester - I) (New)
Examination, Dec. -2013
COMMUNICATION SKILLS (Paper-VI)
Sub. Code :48325

Day and Date : Monday, 30- 12 - 2013
Time : 10.00 a.m. to 1.00 p.m.

Total Marks : 70

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

Q1) Case study:

The National Literacy Day is to be organised in your college. On the very event, prepare a skeleton of three-hour programme and make a list of all the communication points involved. [20]

- Q2) a) What are the barriers of effective communication? [8]**
b) State in brief the objectives of business communication. [7]

Q3) a) Write an application with your C.V. in response to an advertisement in the Maharashtra Times for the post of the Marketing Manager in an automobile company. [8]

b) One of your customers has failed to pay his dues inspite of several reminders. Write to him appealing to his sense of fairness and honour. [7]

- Q4) a) State the importance of body language in communication. [8]**
b) Explain the different types of reports. [7]

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

- a) Group Discussion.
- b) Speaking skills.
- c) Interview for a job.
- d) Process of communication.
- e) E- mail.
- f) Managerial skills.

