

Seat No.	
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**M.B.A. (CBCS) (Part - I) (Semester - I) Examination,
December - 2015
BUSINESS COMMUNICATION (Paper - VI)
Sub. Code : 57109**

Day and Date : Monday, 28 - 12 - 2015

Total Marks : 80

Time : 10.30 a.m. to 01.30 p.m.

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

- Q1)** You own a out-door catering service. A study group of 40 people has written to you asking you the following information : [10]
- a) Will you provide snacks and lunch for them at the site 15 kms away from your place for 10 days.
 - b) What would be your menu?
 - c) How much would you charge.
- Reply for the above enquiry with positive begining, response to questions, good news, goodwill promotion etc.
- Q2)**
- a) Define communication and write the process of communication. [10]
 - b) Write a essay on various aspects of non-verbal communication. [10]
- Q3)**
- a) Discuss the statement "First understand and then he understood". with reference to techniques of effective communication. [10]
 - b) How is communication important in career development. Explain with suitable examples. [10]
- Q4)**
- a) What do you mean by communication barriers and explain its important causes. [10]
 - b) Write a letter of complaint regarding delay in fulfilling an order (imagine necessary details). [10]

Q5) Write short notes on: (any four) :

- a) Types of Reports.
- b) Importance of listening.
- c) Gestures.
- d) Facial expressions.
- e) FAX.

