



Regu-Y – 378

Seat No.	
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M.B.A. (Part – I) (Semester – I) (New Course) (Regular)
Examination, 2013
COMMUNICATION SKILLS (Paper – VI)
Sub. Code : 48325

Day and Date : Saturday, 12-1-2013

Total Marks : 70

Time : 10.00 a.m. to 1.00 p.m.

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

1. **Case study :** **20**
- The Annual Day of your college is to be organised sometime three months hence. Prepare a skeleton of three-hour programme and make a list of all communication points involved.
2. A) Discuss in detail the objectives of communication. **8**
B) Explain in brief different forms of communication. **7**
3. A) Write a letter cancelling an order for electrical goods, as the goods ordered did not arrive in time. **8**
B) Write in brief about letter of appointment and letter of confirmation. **7**
4. A) What are the components of formal reports ? Discuss in short. **8**
B) Briefly discuss the significance of active listening in business communication. **7**
5. Write short notes on **any four** of the following : **20**
- a) Process of communication.
b) Collection letter.
c) Notice and Agenda.
d) Group discussion.
e) Telecommunication.
f) Body language.