

Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

MBA / MBA(IB) (2012 & Onward) (Sem.-1)

BUSINESS COMMUNICATION

Subject Code : MBA-106

Paper ID : [C0106]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. Discuss the process of communication while highlighting the barriers of communication.
2. Discuss in detail the factors effecting reading skills of an individual.
3. Discuss the factors a manager should consider while adopting multicultural communication.
4. Discuss in detail the 4P's of effective presentation.
5. Write short notes on :
 - a) 7cs model
 - b) Factors affecting choice of communication channels.
6. What do you understand by audience analysis? Briefly describe the process of audience analysis.

SECTION-B

Unit-I

7. Differentiate between :
 - a) Formal and Informal Communication
 - b) Internal and External Communication

OR

8. What is the difference between channel and media of communication? What factors influence the choice of a media of communication?

Unit-II

9. *“Listening is an art and cannot be acquired”*. Do you agree or disagree with the statement. Support your answer.

OR

10. What do you understand by interpreting visuals and making inferences? Do these Effect in improving reading skills of an individual. How?

Unit-III

11. You recently purchased a LED television. The television is not working properly. Write a letter of complaint to the company highlighting the problem and seeking appropriate relief.

OR

12. Differentiate between :

- a) Seminar, Symposia and Conference
- b) News Letter and Promotion Letter

Unit-IV

13. Illustrate essential components of a brochure by designing a brochure for a national seminar.

OR

14. Discuss the characteristics of a good Resume. Highlight the key points a candidate should remember to ensure success in an online interview.

SECTION-C

15. CASE STUDY

Lalit heads the advertising department for a chain of local weekly newspapers. His friend, who writes news, shared an upcoming news story to be printed in the next edition. The story claims that a local chain of service stations is illegally dumping used oil and that customers have alleged that they paid for oil changes that were not made. As a major advertising client, the service station is placing a full-page ad at national level and they are using a campaign based on the pitch that they have environmentally safe handling methods and trustworthy service.

Put yourself in Lalits shoes and as the head of the advertising department list the steps you would recommend your friend to take before running the news.

Question :

What action should Lalit take?