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Total Number of Pages : 02

MBA  
18MBA106

1<sup>st</sup> Semester Regular Examination 2018-19

BUSINESS COMMUNICATION

BRANCH : MBA

Time : 3 Hour

Max Marks : 100

Q.CODE : E958

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin Indicate marks

Part-I

Q1 Do as Directed : (Answer All -10 ) (2 x 10)

- a) The fearfulness to speak in front of a group of strangers is known as \_\_\_\_\_ [ fill the blank]
- b) The sentiment in our offices are that our bonuses were meager this year [ correct the error]
- c) Seema answered my question, abruptly! she seemed preoccupied.[correct the punctuation error]
- d) While reading scientific document we often like to predict [ correct, incorrect]
- e) Clear articulation often leads to confusion of the native speakers [ true / false]
- f) We found him smoking behind the shed [finite, Nonfinite]
- g) Peter gave me flowers on my birthday. [ change the voice]
- h) A structured argument in a formal environment is called as a \_\_\_\_\_ [ fill the blank]
- i) Leaning forward is part of critical listening. [ correct/ incorrect]
- j) Resistance to change is a kind of \_\_\_\_\_ [ filter / barrier ]

Part-II

Q2 Do as directed: (Answer Any Eight out of Twelve) (6 x 8)

- a) What are the fundamental differences between a functional CV and chronological CV
- b) Differentiate between active and passive listening
- c) Write a memo warning an employee against his habit of reading news papers and magazines during office hours.
- d) Why cell phone etiquettes are so important? Discuss in brief.
- e) Distinguish between 'GD and Debate.
- f) What is concord? Explain with example
- g) Distinguish between Aggressive and Assertive behavior
- h) How Do you think Grapevine too can be beneficial for the organization?
- i) Highlight five major points of a good conversation.
- j) How would you like to prepare yourself to overcome stage fright?
- k) Paralanguage is not a language; yet a language. justify
- l) What are the strategies adopted for effective reading

**Part-III**

**Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** Prepare a report to be submitted before the commissioner of police on the rising numbers of road accidents with your possible suggestions to check such menace. **(16)**
- Q4** How to deal with differences between nonverbal behaviors across cultures. Explain with Example. **(16)**
- Q5** Prepare your CV to apply for the post of 'Manager sales' in Prax India Ltd. as per the advertisement in the TOI Dt. 21/12/2018 **(16)**
- Q6** Communications is a continuous process which mainly involves six elements what are those? Discuss the elements and processes of effective communication **(16)**