

--	--	--	--	--	--	--	--	--	--

**GIET UNIVERSITY, GUNUPUR – 765022**

M. B. A(First Semester) Examinations, April – 2021

MB108 – Business Communication and Managerial Skill Development

Time: 2 hrs.

Maximum: 50 Marks

(The figures in the right hand margin indicate marks.)**PART – A****(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

- Define the term communication.
- What is the most important skill in communication?
- Why is communication so hard?
- State the meaning of Grapevine communication.
- Why listening is more important than hearing?
- Narrate the term 'business report'.
- What is punctuation?
- What is effective body language?
- State the purpose of GD.
- Bring out the symptoms of 'Glossophobia'.

PART – B**(6 x 5 = 30 Marks)**Answer **ANY FIVE** questions

Marks

- | | |
|--|---|
| 2. Explain the process of communication with neat diagram. | 6 |
| 3. How do you overcome lack of confidence? | 6 |
| 4. Explain the essential skills for effective communication. | 6 |
| 5. What are the five stages of the reading process? Explain. | 6 |
| 6. Elucidate the features of a report? | 6 |
| 7. List out the rules of writing effective business E-mails. | 6 |
| 8. Describe the different steps to prepare for a presentation. | 6 |
| 9. What are do's and don'ts in group discussion? | 6 |

--- End of Paper ---