

Printed Page: 1 of 1 Subject Code: KMBN107

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Roll No:				
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## MBA (SEM-I) THEORY EXAMINATION 2020-21 **BUSSINESS COMMUNICATION**

Time: 3 Hours

Note: 1. Attempt all Sections, If require any missing data; then choose suitably.

Total Marks: 100

Marks CO

SECTION A	
Attempt all questions in brief.	$2 \times 10 = 20$
Question	Marks CO
What do you mean by Communication?	2 1
What is noise in Communication?	2 1
Define written Communication.	2 2
What is Conversational Control?	2 2
What is the purpose of report?	2 3
Define visual aids	2 3
What's the purpose of sending SMS?	2 4
Tell in brief about the term teleconferencing.	2 4
How meeting is planned?	2 5
	2 5
	Attempt all questions in brief.  Question  What do you mean by Communication?  What is noise in Communication?  Define written Communication.  What is Conversational Control?  What is the purpose of report?  Define visual aids.  What's the purpose of sending SMS?

SECTION B

2.	Attempt any three of the following:
Qno.	Question ,
	Court de alemente of Communication process

OHO.			
a.	State the elements of Communication process.	10	1
b.	Differentiate between Oral and Written Communication.	10	2
c.	What is business letter? Describe the qualities of a good business letter.	10	3
<del>-</del> -	Describe the role of internet for a business enterprise.	10	4
<u>a.</u>	Write a explanatory note on business to be mess enterprise.	10	5
e.	Write a explanatory note the construction of t		

e.	Write a explanatory note the this mastices to be made the		
	/ SECTION C		
3.	Attempt any one part of the following:		L007
Qno.	Question	Marks	co
<u> </u>	"Communication is the life blood of business." Explain.	10	1
a.	Communication is the fire blood of standard Expenses	10	1
b.	Discuss the Common barriers to effective communication in a organization.		-

4	Attempt any one part of the following:	Marks	co
Qno.	Question		_~~
	What do you mean by writing skills? Why should familiar words be used for effective	10	2
1	muising?		
<del> </del>	How do non-verbal means of communication add meaning to the message conveyed?	10	2
b.	How do non-verbal means of communication and meaning to the message conveyed:		<u> </u>

Attempt any one part of the following: Marks CO Question' Qno. 10 3 Discuss various kinds of business letters. a. Elaborate the need for audio-visual aid used in the organization. 3 10 b.

<u> </u>	Attempt any one part of the following:		
	Question	Marks	CO
Qno.	Give a sample format of drafting CV's.	10	4
ļ <u>.</u>	State the role of internet for a business enterprise. with suitable example	10	4
b.	Dien	·	

	Attempt any one part of the following:	Marks	co
Qno.	Explain the purpose and importance of meeting in modern organizations.	10	5
	Explain the business etiquette of introducing yourself & others.	10	5