

Roll No. ....

**56502**

**MBA 5 yr. 1st Semester (N. S.)  
Examination – February, 2022**

**BUSINESS COMMUNICATION SKILLS**

Paper : 501 P-2 |

*Time : Three Hours ] [ Maximum Marks : 80*

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

*Note : Section - A (Question No. - 1) is compulsory. Attempt one question from each Unit in Section - B. All questions carry equal marks.*

**SECTION – A**

X. Write Short notes on :

- (a) Effective communication
- (b) Barriers to communication
- (c) Notice

- (d) Memos
- (e) Business reports
- (f) Business proposals
- (g) Body language
- (h) Gestures

**SECTION – B**

**UNIT – I**

2. What is the ethical context of communication in organizations ? Why is it important ?

3. What are the Seven-C's of Effective communication ? Explain each with example.

**UNIT – II**

4. What is e-mail communication ? What is the relevance of e-mail communication in today's workplaces ?

5. What is persuasive written communication ? How can any one excel in persuasive written communication ?

**UNIT – III**

6. What is report writing ? What are the types of business report ?

7. Write short notes on :

- (a) Abstracts
- (b) Summaries

#### **UNIT – IV**

- Q. What are communication skills and what role do they play in personality development of individuals ?
  - Q. What are listening skills ? How can one become an effective listener ?
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