

Roll No. ....

**56007**

**MBA 2 Year (I<sup>st</sup> Semester) (N.S.) Batch  
2011-12**

**Examination – December, 2013**

**BUSINESS COMMUNICATIONS SKILLS**

**Paper : MBA -107**

*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 :** Attempt *five* questions in all. Question No. 1 of Section-A is *compulsory*. Section-B, selecting *one* question from each Unit. All questions carry equal marks.

**SECTION – A**

1. (i) What qualities do true communicators possess ?
- (ii) Describe Haptics.
- (iii) What is faking attention ?
- (iv) How can you nurture a fruitful company grapevine ?

- (v) Why might you write a polite letter experiencing future interest after being rejected for a job opening ?
- (vi) Describe coding and decoding in communication ?
- (vii) Discuss perceptual barriers of communication.
- (viii) List some diving manners.

## SECTION - B

### UNIT - I

- 2. "Your audience receives the message exactly as you intend it to be." Do you agree or disagree with this statement ? Justify your answer.
- 3. How would you define effective listening skills ? How can listening improve employee-employer relationship ?

### UNIT - II

- 4. Discuss the ways in which you can develop your presentation contents.
- 5. What is assertiveness ? List some strategies for assertive behaviour.

### UNIT - III

- 6. Describe gestures and postures in communication. How can gazes and smiles be used for effective communication ?

7. Explain the business manners of people of different cultures.

### **UNIT – IV**

8. Write short notes on the following with examples :
- (a) Telex messages
  - (b) Notices
9. How can an effective resume be developed ?