

Roll No. ....

**56007**

**MBA 2Yr. 1st Semester (New  
Scheme) Batch 2011-12  
Examination-December, 2014**

**BUSINESS COMMUNICATIONS SKILLS**

**Paper : MBA-107**

**Time : 3 hours**

**Max. 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 the examination.

---

**Note :** There are two sections. Section-A consists of 8 short answer type questions (Carrying two marks each), which is **compulsory**. Section-B consists of 8 questions (2 questions in each unit). You are to attempt **four** questions, selecting **one** question from each unit. All questions carry equal marks.

## **SECTION - A**

1. (a) What role does feedback play in determining your communication strategies ?
- (b) Describe Kinesics.
- (c) Why is it helpful to maintain eye contact with your audience ?
- (d) What are gazes ?
- (e) Is it important to tailor your resume for each job ?
- (f) List some myths of communication.
- (g) What are emotional barriers of communication ?
- (h) What is body sport for interviews ?

## **SECTION - B**

### **UNIT - I**

2. Why can we refer to writing speaking and listening as "social glue" ? What would life be like without them ? Also explain some barriers to communication ?
3. Listening is one art and like any other art, it has to be cultivated consciously. Discuss.

### **UNIT - II**

4. How does effectiveness in speaking help managers in their professions ? Discuss the contents of an introduction to a speech.
5. What are the indicators of assertive behaviour ? List the advantages and disadvantages of assertiveness.

### **UNIT - III**

6. Explain how voice modulations and hand movements can be used for effective business communication.
7. How are business etiquettes important for managers ? Explain.

### **UNIT - IV**

8. What are the essentials of business report writing ? Discuss.
9. Write short notes on :
  - (a) Fascimiles
  - (b) E-mail