

UNIT – IV

8. Describe the essentials of report writing in detail. What is the importance of writing the report in business ?
9. Write short note on following :
- (a) Preparing curriculum vitae
 - (b) Business letters and their types
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Roll No.

12608

MBA 2 Yr. 1st Semester CBCS 2019-20

New Scheme

Examination – April, 2021

**BUSINESS COMMUNICATIONS SKILLS (DISCIPLINE
SPECIFIC ELECTIVE COURSES)**

Paper : 19IMG21D1

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 : All questions of Section-A are *compulsory*. Each question of Section-A carries *two* marks. Attempt *four* questions from Section-B selecting *one* question from each Unit.

SECTION – A

1. Briefly explain the following :

- (a) Informal communication

- (b) Expressive behaviour
- (c) Proxemics
- (d) Circulars and memos
- (e) 7Cs of communication
- (f) Anxiety in communication
- (g) Chronomatic communication
- (h) Agenda and minutes

SECTION – B

UNIT – I

2. Define Business Communication ? What is the process of communication ? How communication plays a vital role in the progress of business organization ?
3. Write an explanatory note on barriers to effective communication with suitable examples. How these barriers can be overcome ?

UNIT – II

4. Describe the process of listening. How listening is an important skill for business managers to develop leadership and better employer-employee relations ?
5. Write short notes on following :
 - (a) Presentations skills
 - (b) Techniques for removing fear and inhibitions in communication

UNIT – III

6. What is non-verbal communication ? Give examples. How non-verbal communication helps the managers to interact with subordinates in effective way ?
7. What are business etiquettes ? Describe the importance of business etiquettes in business communication. Explain some business etiquettes in detail.