

M.B.A. 2 Year 1st Semester (CBCS)
2019-20 New Scheme
Examination, November-2023
BUSINESS COMMUNICATION SKILLS
Paper-19IMG21D1
(Dis. Spe. Elec. Course)

Time allowed : 3 hours]

[Maximum marks : 80

Note: *All questions of section-A are compulsory. Attempt four questions from section-B selecting at least one question from each unit. All questions carry equal marks.*

Section-A

1. Write short note on the following: 8×2=16
- (a) Special Report
 - (b) Gestures
 - (c) Grooming Etiquettes
 - (d) Feedback
 - (e) Principle of timelines
 - (f) Conciseness of message
 - (g) Memo
 - (h) Curriculum Vitae

Section-B

Unit-I

2. "Communication is the lifeblood of business." Explain this statement and importance of effective communication in business.

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3. Is it possible to overcome the barriers of communication? Explain various measures to overcome the communication barriers.

Unit-II

4. What is meant by conducting an interview? Discuss the various steps involved in conducting the interview.
5. What do you mean by presentation? Suggest measures to develop effective presentation skills.

Unit-III

6. What is the meaning of 'Kinesics'? Describe its various aspects in detail.
7. "E-mail has increased the speed of communication." Discuss in detail. Also explain e-mail etiquettes.

Unit-IV

8. How will you define 'Report'? What are the objectives of report preparation? Give the guidelines of a good business report.
9. Explain the planning of a good newsletter. What necessary steps are taken to write a good newsletter?

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