

Code: 14E00106

MBA I Semester Regular Examinations February/March 2015

BUSINESS COMMUNICATION

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 What do you understand by communication? Why is it important in business communication?
(OR)
- 2 Explain the characteristics and process of communication.
- 3 On the basis of medium, what are the types of communication?
(OR)
- 4 Discuss the various aspects of body language that affect communication.
- 5 What do you understand by interpersonal communication? Why is it important?
(OR)
- 6 Write short notes on: (i) Importance of grapevine. (ii) Mass communication media.
- 7 What is communication barriers? What are the major types of barriers affecting communication?
(OR)
- 8 What are the ways to overcome communications barriers?
- 9 What are the different layouts of business letters?
(OR)
- 10 Discuss the ways in which someone can start a presentation in meetings.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

- 11 Case study:
As the head of marketing research team prepare a report informing the management about the feasibility of launching a new brand laptops.
