

1M6118

Roll No. _____

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M.B.A I Sem. (Main & Back) Exam. Jan. 2014
M-108 A Communication for Management

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:-

- 1) The question paper is divided in two sections.
- 2) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/application based question which is **compulsory**.
- 3) All questions are carrying **equal** marks.

1. _____

2. _____

SECTION-A

Q.1 Explain the term 'Communication'. Also describe its classification in detail. [14]

Q.2 Write short notes on –

(A) Oral Communication

(B) Communication Networks

(C) Teleconferencing

[4+5+5=14]

Q.3 (A) Describe the purpose of writing.

(B) Explain various barriers and gateway in communication.

[5+9=14]

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Q.4 (A) Discuss various objectives of report writing.

(B) Write a format of Memo.

(C) Describe the layout of a business letter.

[4+5+5=14]

Q.5 Write a detailed note on the case method of learning. Also mention difficulties and overcoming in case method. [14]

Q.6 Explain different elements of presentation in detail. Also discuss designing of presentation in brief. [14]

SECTION-B

Q.7 (A) What is 'Media Management'? Explain.

(B) Explain the Impact of Technological Advancement on Business communication.

[7+7=14]

1) Attentive
2) Illusionary
3) Identification
4) Eyes back

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