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1M6118

Roll No. _____

Total No of Pages: **2**

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M. B. A. I Sem. (Main/Back) Exam., Jan. 2016

M-108 A Communication for Management

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *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**.*
- (iii) *All questions carry **equal** marks.*

1. NIL

2. NIL

SECTION-A

- Q. 1 Discuss the impact of technology advancement on business communication. What are the various features of e-mail? [4+10 = 14]
- Q. 2 What are persuasive letter ? Discuss general guidelines for group discussion? Explain various advanced visual support for effective presentation. [3+7+4 = 14]
- Q. 3 (a) Write a note on different technologies that have impacted communication today? [7]
- (b) What is an interview? What skills are assessed at the time of interview? [7]

Q.4 What is communication ? Explain the purpose, process, Importance, structure and Briefly explain the Barriers of communication? [14]

Q. 5 write short notes :- [3.5×4=14]

(a) Video conferencing

(b) types of cases

(c) oral communication

(d) Report Writing

Q. 6 (a) Assuming that you are a secretary of PQR Ltd, draft a notice of an annual general meeting incorporating the agenda of the meeting. [7]

(b) What are the essentials of an effective business letter? [7]

SECTION-B

(a) Assume that you are a tour manager of ABC Cruise, an organization specializing in organizing cruiser trips. Draft a persuasive letter about your pleasure trip that you are offering for few select people in the city. [7]

(b) XYZ, Ltd, had advertized in the daily. The times of India, Dated 14th December 2015, straling its requirement for Trainees Marketing Manager. Draft an application for the above post assuming that you are Mr. Suresh. [7]