



DE-5502

**M.B.A. (FT) (Sem. I) (CBCS) &
M.B.A. (Eve.) (Sem. I) (CBS) (Regu. & ATKT) &
M.B.A. (FT) (Sem. I) & M.B.A. (Eve.) (Sem. I) (New Course ATKT)
Examination
March / April – 2016
Business Communicaiton - 5502**

Time : Hours]

[Total Marks :

Instructions : (1)

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| नीचे दर्शायेव निशानीवाणी विगतो उतरवडी पर अवश्य कपनी. Fillup strictly the details of signs on your answer book. | Seat No. : |
| Name of the Examination : M.B.A. (FT) (Sem. I) (CBCS) & M.B.A. (Eve.) (Sem. I) (CBS) (Regu. & ATKT) & M.B.A. (FT) (Sem. I) | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> |
| Name of the Subject : Business Communicaiton - 5502 | <input type="text"/> |
| Subject Code No. : <input type="text" value="5"/> <input type="text" value="5"/> <input type="text" value="0"/> <input type="text" value="2"/> Section No. (1, 2,.....) : <input type="text" value="Nil"/> | |

- (2) Attempt all the questions.
(3) Each question carries 14 marks in CBCS and 20 marks in New Course (ATKT).

1. Define business communication. Explain the two-way communication process with help of a neat diagram. Also explain various elements of communication process.

2. List out various barriers to communication. Explain any 4 with the help of suitable examples.

OR

2. Explain the concept of "Listening" with the help of HURIER model. Discuss any 5 characteristics of a good listener.

3. Explain the role of gestures and visual aids in making an effective oral presentation.

OR

3. Explain any 4 factors that make the meeting wasteful. What should the chairperson do before a meeting to make the meeting effective ?

4. What is a report ? Discuss the characteristics of a good report.

OR

4. What is a resume ? Discuss three different styles of writing a resume. Also discuss the relative advantages / disadvantages of the each of the styles.

5. You are working as Finance Manager for XYZ Ltd. Recently, your company applied for obtaining working capital loan with ABC Bank. The bank has granted the same to your company. Write a formal communication thanking the Branch Manager of ABC Bank.

OR

5. You are working as Sales Executive for ABC Ltd. and handling a network of company's authorised dealers in Gujarat. You observed during your field visit that some of the dealers are not providing proper after-sales-service to the customers. Write a communication to the dealers explaining them the importance of after-sales-service in satisfying the customers and increasing the sales in future.