

12008

MBA 2 Year 1st Semester (CBCS)

Examination – December, 2018

BUSINESS COMMUNICATIONS SKILLS

(Discipline Specific Elective Course)

Paper : 16IMG21D2

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section – A (Question No. 1) is *compulsory*. Attempt *one* question from each Unit in Section – B. All questions carry equal marks.

SECTION – A

1. Describe the following :

- (a) Paths of communication
- (b) Haptics
- (c) Organizational barriers to communication
- (d) Hearing & Listening
- (e) Don't's of group discussion

- (f) Business etiquette
- (g) Notices
- (h) Facsimiles

SECTION – B

UNIT – I

- 2. Discuss the purpose, myths and realities of communication.
- 3. Describe the process and types of listening.

UNIT – II

- 4. What are the essentials for communication in an interview ? Explain giving suitable examples.
- 5. Explain the format of presentation. Also write about assertiveness. <http://www.HaryanaPapers.com>

UNIT – III

- 6. Write short notes on the following :
 - (a) Gazes
 - (b) Style of walking
- 7. Why is managing customer care important for organizations especially in today's business environment ?

UNIT – IV

- 8.** Discuss the essentials of resume writing. How can a good resume get success for an individual ?
 - 9.** With the help of an example explain the style of letter arrangement.
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