

**2011**

**M B A**

**1st Semester Examination**

**BUSINESS COMMUNICATION AND  
ENVIRONMENTAL STUDIES**

**PAPER—MBA-107**

*Full Marks : 100*

*Time : 3 Hours*

*The figures in the right-hand margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

*Illustrate the answers wherever necessary.*

*Write the answers to Questions of each Half in separate books.*

**(First Half)**

(Marks : 50)

**1. Answer any four questions :**

5×4

(a) State the importance of Communication in business organisation.

(Turn Over)

- (b) Discuss elaborately 'Target Group' in business communication.
- (c) State the difference between paragraphic form of reporting and telegraphic form of reporting.
- (d) Employee agitation is going on for a long time. Company has decided to suspend the work. Being the HR Manager issue a suspension of order notice.
- (e) Denote any two differences between formal and informal communication. Why is communication so important in the present world of business and commerce ?
- (f) About which factors should one be cautious during a press release ?

2. Answer any *two* questions :

10×2

- (a) Discuss the different barriers to effective listening.
- (b) The M.D. of your company has show caused you on a flimsy ground. Write a polite but strong letter countering the charge(s) brought against you.
- (c) As a group leader, prepare an Agenda for a two day seminar on 'Paperless Communication : The Roles of Electronic Mail and Video Conference'.

**[ Internal Assessment : 10 Marks ]**

**( Second Half )**

(Marks : 50)

**3. Answer any *four* questions :** 5×4

- (a) State the concept of 'Ecological-Societal gaps'.
- (b) What are 'Common Property Resources'? In what respect these are different from the 'Open Access Resources'?
- (c) What is 'demographic transition' theory?
- (d) What is ECOMARK system?
- (e) What is 'Environmental Kuznets Curve'?
- (f) Define 'Environmental Management Plan' and 'Environmental Impact Assessment'.

**4. Answer any *two* of the following :** 10×2

- (a) What do you understand by sustainable resource use? Discuss in brief the concept of sustainable development.

2+8

(b) What is 'ecofeminism'? Discuss the relation between women and environment with special reference to the role played by women in the environmental movement.

3+7

(c) Discuss the present status of 'Kyoto Protocol'. Add a note on 'Carbon Credit'.

6+4

**[ Internal Assessment : 10 Marks ]**

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