

2012

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) Briefly comment on the different types of communication.

- (b) Why is communication important in the organisations in today's changing time ?
- (c) What, according to you, is the role of presentation skill in the complex world of verbal communication ?
- (d) What is the difference between a circular and a Notice ? Illustrate through suitable examples.
- (e) Write a business letter to the Director of a company complaining about the supply of substandard goods and threatening him with legal action unless he replaces them immediately.
- (f) Prepare your standard 'Resume'.

2. Answer any two questions : 10×2

- (a) Discuss the semantic barriers to communications.
- (b) As a Public Speaker, prepare a draft for speaking on 'The need for discipline in Public and Private Sectors' before a group of Post Graduate Students.
- (c) You are the Area Sales Manager of Vrinda Publications. Write an Electronic Mail (Email) to the librarian of Vidyasagar University requesting him to purchase your newly introduced books on management.

[Internal Assessment : 10 Marks]

(Second Half)

(Marks : 50)

3. Answer any four questions :

5×4

- (a) Briefly enumerate the principles of sustainable development.
- (b) What are the various types of environmental degradation that are taking place on 21st century?
- (c) How does various pollutants cause detrimental effect on surrounding?
- (d) Give a brief account of Abraham Maslow's concept of the 'hierarchy of needs'.
- (e) Differentiate between environmental determinism and environmental possibilism.
- (f) What is the role of NGO in dissemination of environmental information?

4. Answer any two of the following :

10×2

- (a) What are the various steps of conducting an Environmental Impact Assessment for an industry?

10

- (b) Briefly enumerate the causes and consequences of global warming. 10
- (c) What is Environmental Impact Assessment (EIA)? State the 12 step of EIA process as has been suggested by UNEP (1996). Mention the objectives of Environmental Management System.

2+6+2

[Internal Assessment : 10 Marks]
