

2009

MASTER OF BUSINESS ADMINISTRATION

[1st Semester]

(Business Communication and Environmental Studies)

PAPER—107

Full Marks : 100

Time : 3 hours

The figures in the right-hand margin indicate 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]

(Business Communication)

1. Answer any *four* of the following :

- (a) What is the purpose of feedback for communication? Suggest the elements in positive feedback.
- (b) Examine the importance of careful listening for effective communication.
- (c) Explain the purpose and importance of a meeting of Board of Directors.
- (d) Briefly reproduce a conversation between a bank employee and a customer who wants to transfer his account to another branch.
- (e) What are the categories of non-verbal communication? Why is non-verbal communication significant?
- (f) Attempt a proofreading of the passage given below.
we live to sea a better day india will rise

2. Attempt any *two* of the following :

- (a) Explain and illustrate the characteristics of a good business letter.

- (b) Write a memo as the head of a division of a company urging the employees to increase the rate of production through improving their punctuality and dedication.
- (c) Write a letter to your superior in a company requesting him to arrange for his transfer to another division of the Company.

[*Internal Assessment* — 10 Marks]

SECOND HALF

[*Marks : 50*]

(*Environmental Studies*)

3. Answer any *four* of the following : 5 × 4
- (a) What are Ecological-Societal gaps ?
- (b) Write a brief note on Kyoto Protocol.
- (c) Write a note on “World Conservation Strategy”.
- (d) What is the economic concept of sustainable growth and development ?

- (e) Briefly examine the problems of management of common pool valuable natural resources.
- (f) What is demographic transition?

4. Answer any *two* of the following :

- (a) What is ecofeminism? Discuss the role of women in harnessing environmental resources and in the conservation movement.
- (b) Examine the phenomenon of global climate change and discuss the world consequences and concern for the same.
- (c) (i) Assess the role of Non-State-Actors in ensuring optimum utility from natural resources.
- (ii) Comment on the necessity of rational management for sustainable supply of water.

[*Internal Assessment* — 10 Marks]