

NEW

2015

MBA 1st Semester Examination

BUSINESS COMMUNICATION AND PRACTICES

PAPER—107

Full Marks : 50

Time : 1 $\frac{1}{2}$ Hours

The figures in the margin indicate full marks.

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

Illustrate the answers wherever necessary.

(First Half)

[Marks : 50]

1. Answer any four questions : 4×5

- (a) What are the features of Business Communication ?
- (b) State the difference between general communication and business communication.

(Turn Over)

- (c) What are the benefits of formal communication in business ?
- (d) What are the demerits of informal communication ?
- (e) Prepare your resume.
- (f) What are the barriers to communication ?

2. Answer any *two* questions :

2×10

- (a) Discuss the process of communication.
- (b) There is an advertisement for the post of Management Executive in The Times of India. Write an application for the advertised post within 120 words. Give your details in the application letter.
- (c) You are the Head of HRD Deptt. of the ABC Ltd., Kolkata. Your company is organising a Medical camp for the employees on 10th February, 2016. Write a notice for the employees of the organisation.

[Internal Assessment : 10]
