

**MBA 1st Semester Examination, 2019**

**BUSINESS COMMUNICATION**

PAPER – MBA-107

*Full Marks : 80*

*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*

**GROUP – A**

Answer any **eight** of the following questions briefly :

2 × 8

1. What is a project report ?
2. Define Chronemics.
3. Feedback is an important component of communication. Explain.
4. What is an adjustment letter ?

5. What are the three most important ingredients of a sales letter ?
6. What is downward communication ?
7. Define a functional resume.
8. What is a barrier ? What are the barriers to communication ?
9. What is the difference between solicited and unsolicited cover letter ?
10. What are the different formats of formal letter writing ?
11. Differentiate between internal communication and external communication.

**GROUP – B**

Short answer type questions (any **eight**) : 4 × 8

12. What makes people fear public speaking ?

13. What makes a successful presentation at academic gatherings ?
14. Draw a process diagram of communication and explain it.
15. Communication is the lifeblood of a business organization. Explain.
16. When public speaking, what facial expressions or body language help the speaker and what does not ?
17. How do non-verbal signals affect verbal discourse ?
18. What is the difference between paralanguage and proxemics ?
19. Explain the merits and limitations of upward communication.
20. What is grapevine ? Explain the importance of grapevine in organizations.
21. What is the difference between hearing and listening ?

22. What are the characteristics of effective messages in business communication ?
23. What is Transactional model of communication ?

GROUP – C

Long Answer type questions (any **four**) :  $8 \times 4$

24. Assume that as the sales officer, Cozy Mattresses, Mumbai, you have received a complaint from a local dealer complaining that the two dozen mattresses sent to them, have serious defects. Write an adjustment letter refusing or accepting the claim. Provide suitable details for your acceptance or refusal of the claim.
25. What are the barriers of effective communication ?
26. You are the Sales Manager of your company. Write a sales letter of your company's products to prospective clients. Invent the necessary details.

27. Firefly International is launching a new mobile set with latest configurations next month. Assuming yourself to be the Area Sales Manager, write a sales letter inventing the necessary details to be sent to all the stockists/wholesalers of your area for promoting its sale.
28. The annual National Service Scheme (NSS) camp will be held in January 2020. The campsite, date and expenditure pattern etc. need to be discussed among the officers of the NSS unit. Write the notice and agenda of the meeting of NSS to be held in XYZ College, Midnapore on 22.12.19.
29. You are Pitam/Preeti Singh. Recently you read an advertisement for the post of Management executives in ITC Technologies, Park Street, Kolkata-700001. Write an application for this job.
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