2022

1st Semester Examination

MBA

Paper : MBA 106

(Business Communication)

Full Marks : 80   Time : Three Hours

The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.

A. Answer any *eight* of the following questions :   5×8=40

1. Discuss the merits and demerits of upward communication.

2. What are the various communication skills of a manager?

3. Define the term "oculesics", and the various ways in which eye behaviour can be classified.

4. What is downward communication?

5. What are the features that make business communication different from normal communication?

6. What functions come under the decisional roles of a manager?

P.T.O.

7. Briefly describe the Mehrabian model of communication.

8. Briefly discuss the entire sequence of any communication.

9. How do non-verbal signals affect verbal communication?

10. Briefly discuss about the structured style of communication.

11. What is paralanguage? Discuss its role in communication.   2+3

12. What is subconscious non-verbal communication?

B. Answer any *four* of the following questions : 10×4=40

13. What are the barriers that prevent effective communication?

14. Discuss the various purposes of business communication.

15. Briefly discuss the different forms of non-verbal communication.

16. You are an HR executive in the Midnapore divisional office at New India Assurance Company Limited. You would like to invite an eminent professor of psychology for a workshop at your office. Draft a letter of invitation with all necessary details.

17. You are an HR Manager in a reputed telecom company. One of your subordinates, Shibu Ghosh, is leaving your organization to join another company. Write an open-ended recommendation letter for him.

18. You are Prantik/Priya Dolui. You have recently come across an advertisement in *Biplabi Sabyasachi* calling for applications to the position of Sales Managers in the Midnapore divisional office of Unity Small Finance Bank Limited. Write an application for the same, enclosing a CV along with it.

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