

DEPARTMENT OF MANAGEMENT, SMBS, JAMIA HAMDARD.
MBA GENERAL EXAMINATION 2019
PAPER CODE: MBA FG 102; PAPER TITLE: BUSINESS COMMUNICATION.

TIME: 03 Hours

Maximum Marks: 75
Roll No. _____

Instructions:

Write your roll number immediately on the receipt of this question paper.
Attempt any 5 questions out of 8 (15*5=75)

1. Explain the 7 C's of Communication with appropriate examples? (15 marks)
2. (a) What are points to be kept in mind while preparing for a job interview (7 marks)
(b) Explain the different components of a Formal Report, with respect to prefatory parts, Text and Supplementary parts. (8marks)
3. Discuss the 3 step process of writing business messages in detail with suitable examples. (15marks)
4. (a) Explain the constituents of successful Reports citing examples? (7marks)
(b) As a Management Student, mention 8 benefits of Good communication with illustrations (8marks)
5. What are the challenges faced by people in today's workplace communication, explain in the light of inter cultural communication citing relevant examples (15marks)
6. What are the important aspects to be considered for designing an effective PowerPoint presentation? Explain with proper examples. (15 marks)
7. Explain the concept of Reports and Proposals in business communication with relevant examples. (15marks)
8. As a Management Student, you are looking for a summer internship in a reputed company. Write an e mail in context to the AIDA Model to the HR Manager of TCS seeking a summer internship in the company. (15marks).

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