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Department of Management
Odd Semester Examination - January 2024
Integrated MBA-Semester VII
MBA(I)-FG-102
Business Communication

Duration: 3 Hours

Max Marks: 75

*Note: Attempt any Five Questions, all questions carry equal marks. [15*5=75]*

Q1: Explain Business Communication model for two different industries of your choice. Kindly take realistic examples only.

Q2: You are required to send in your resume by making sure that your qualifications and skills are in coherence with the required job description. Describe the steps you will take in account while designing a resume. Enlist any 3 prominent things one should avoid while designing the resume.

Q3: You are recently hired as an Intern. And you need to present your fresh ideas to the board members? How will you put the business communication theory into practice to cross the perceptual threshold limit of the receiver/decoder?

Q4: Moonlighting has become a major phenomenon. Many organisations especially IT sector is firing those employees who have been caught in this. Design a crisp and targeted communication for the organisation which has a warning cum counselling format in it.

Q5: As a fresher you are supposed to present your internship report to the board members. How will you make sure that you deliver the best communication while applying the 7Cs?

Q6: Bob/Lucy has gone through a bad phase in his/her personal life and he/she has joined back the organisation. What could be the potential barriers to communication for him/her? Discuss.

(You may choose either of the genders as per your convenience)

Q7: Answer the following:

- a) Components of Business Report
- b) Physical barriers
- c) Business Communication model

Q8: Verbal communication and non-verbal communication go hand in hand. Do you agree?

Explain.
