

DEPARTMENT OF MANAGEMENT, SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD
MBA GENERAL 1st YEAR, 1st SEMESTER EXAMINATION 2017
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. (a) What are the aspects to be deliberated in choosing the Medium while planning to write a Business Message? Explain with suitable examples (8marks)
(b) Describe the various guidelines for effective writing and also suggest ways to overcome cultural barriers (7marks)
2. (a) What are the various important aspects to be considered while facing a recruitment interview as a candidate? (5marks)
(b) Explain the 7 C's of Communication with appropriate examples? (10 marks)
3. (a) You are invited to deliver a key note address on the topic "Impact of Globalization on Indian Business". How would you prepare and deliver the talk. The target audience is 240 MBA students of a B-School. Ideal duration is 20 minutes. LCD projector and audio systems are available. (12 marks)
(b) Define inter-personal communication, proxemics and kinesics (3marks)
4. (a) Explain the Employment Search Process of Communication (5marks)
(b) Outline the various techniques in context to AIDA model that are required to make an effective presentation, by citing relevant examples. (5marks)
(c) Briefly describe the various contexts and forms of communication (5marks).
5. (a) Discuss the different components of a Formal Report, with respect to prefatory parts, text and supplementary parts. (8marks)
(b) Elucidate how an effective meeting can be conducted. What does an agenda and MoM refer to? (7marks)
6. (a) Enlighten the role of group discussion in selection process of a candidate by giving appropriate examples (7marks)
(b) How would you make an oral communication and listening effective? (8marks?)
7. (a) Write an application to Recruitment Head of Hindustan Unilever Ltd. (HUL) for a position of Business Associate highlighting your skill set in Management field & MBA qualification from Jamia Hamdard. (10 marks).
(b) Briefly highlight the 3 step process of communication (5marks).
8. (a) Differentiate between an informational and an analytical report. Also discuss the various strategies that are essential to devise successful reports (8marks)
(b) In managerial work communication skills are central-Discuss citing proper examples. (7marks).

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