

Jamia Hamdard
School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2023 – February 2023
MBA-I Semester/ MBA(I) – I Semester
MBA-FG-102/MBA(I)-FG-102
Business Communication

Duration: 3 Hours

Max Marks: 60

Note: Attempt any Five Questions, all questions carry equal marks. [12*5=60]

Q1: Business Communication is an ever changing phenomena. Do you agree? Explain.

Q2: XYZ Ltd. Is looking for an entry level position. You are required to send in your resume by making sure that your qualifications and skills are in coherence with the required job description.

- a) What are the important things that you will take care while designing the resume?
- b) What if, one does not have those skills? What options one has, if he/she is not able to apply for that position?
- c) How can you make your resume stronger in future?

Q3: You are recently appointed by ABC Ltd. And you need to present your ideas to your client? How will you put the Business communication theory in practice to cross the perceptual threshold limit of the receiver/decoder?

Q4: GIV Footwear Ltd. has launched many new pairs of shoes for kids. You are required to draft a message for promoting the same. Also, elucidate the three step process of writing business messages.

Q5: Many IT companies are going for downsizing as a major cost cutting strategy. It is a heart breaking, shocking and sad moment for those who are asked to leave. Assume yourself as a top leader who has a job to convey the same in an open public letter. Draft a letter by considering the 7Cs and denoting each C in parenthesis with reference to the context.

Q6: Recently, you have been awarded with MBA degree. As a fresher, you are required to investigate the job opportunities. How will you go about it. Discuss.

Q7: Answer the following:

- a) Components of Business Proposals
- b) AIDA MODEL
- c) JOHARI window

Q8: It is said that verbal communication is incomplete without non-verbal communication. Do you agree? Explain.
