

DEPARTMENT OF MANAGEMENT, SCHOOL OF MANAGEMENT & BUSINESS STUDIES,
JAMIA HAMDARD.

MBA GENERAL 1st YEAR, 1st SEMESTER EXAMINATION 2018
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) Differentiate between effective and efficient communication citing suitable examples for both. (8 marks)
(b) Explain the AIDA Model with respect to E-mails and Proposals (7 marks)
2. (a) Explicate in detail the strategies for devising successful Reports with help of examples? (7marks)
(b) As a Management Student, mention 8 benefits of Good communication with illustrations (8marks)
3. During a group interview, you notice that one of the other contenders is trying to monopolize the conversation. He's always the first to answer, his answers are long, and he even interrupts the other candidates. The interviewer doesn't seem to be fretful about his behaviour, but you are. You would like to have more time to speak so that the interviewer can get to know you better. What should you do? Explain with proper justification (15 marks)
4. (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)
5. (a) Elaborate concept of effective resume, what are the techniques to be incorporated while preparing an effective resume (10 marks)
(b) Briefly discuss the difference between CV and a resume (5 marks)
6. (a) Elucidate in depth the 7 C's of Communication with appropriate examples? (10 marks)
(b) As an effective communicator discuss the various approaches by virtue of which the purpose checking of communication can be ensured in the audience centric mechanism. (5 marks)
7. (a) Write an application to Recruitment Head of Proctor & Gamble (P&G) 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) Nonverbal communication maximizes the credibility of the communicator- Discuss in length. (8 marks)
(b) Describe the various ways by which the delivery of oral presentations can be mastered and enriched (7 marks).

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