

Department of Management
School of Management and Business Studies
Jamia Hamdard
MBA -Semester I

Odd Semester Examination - December 2025

Subject Name: Business Communication

Max. Marks: 60

Subject Code: MBA-FG-102

Time: 2.5 Hours

Attempt any Five Questions. All questions carry equal marks.

(12 x 5 = 60)

Q1: You are applying for a managerial position in a multinational company. Prepare a cover letter and a resume that effectively highlight your skills, experience and suitability for the role.

Q2: During a critical meeting between an Indian firm and foreign investors, several misunderstandings occurred. Identify possible barriers to communications and suggest ways to overcome them.

Q3: Distinguish between:

- a) Verbal and Non-verbal Communication
- b) Johari Window

Q4: You are a marketing manager and you are assigned with a task. The task is to design a promotional message for a new car launch using AIDA strategy. Illustrate your answer with examples for each stage.

Q5: You are an HR manager responsible for selecting prospective candidates. Explain in detail how you would conduct the selection process?

Q6: You are invited by ABC company to deliver the lecture on "Mastering the Art of Public Speaking" to the new entrants. What elements would you include while delivering this lecture?

Q7: A regular customer has expressed dissatisfaction regarding a defected product. Draft a response email addressing their concern by applying 7Cs of communication. Also, elucidate how each of the 7Cs is reflected in your message.

Q8: Write short notes on:

- a) Importance of Listening
- b) Elements of Business Proposal
- c) Group Discussion