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Total No. of Questions : 13]

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**M.B.A. Ist Semester (FT)  
Examination, 2017**

**DN-124**

**COMMUNICATION SKILLS**

**Paper : CP-104**

**Time : 3 Hours]**

**[Maximum Marks : 80**

*Note* :- Attempt all Sections.

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**Section-A**

**(Short Answer Type Questions)**

**4×8=32**

*Note* :- Attempt any *four* questions out of eight questions.

Each question carries equal marks.

1. What is the importance of written communication in any business ? What are important guidelines to improve written communication ?
2. What are different Barriers to effective communication ? Explain in detail.

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**SY-124**

**( 1 )**

**Turn Over**

3. What are essentials of resume writing ? Explain importance of covering letter in resume.
4. What are prerequisites of a group discussion ? Is group discussion important for every recruitment process ? **onlineBU.com**
5. State advantages of Grapevine communication in current scenario. State type of organization where grapevine communication can be most effective.
6. What is the importance of table manners for any business administration student ? Also discuss various table manners he/she should know. **onlineBU.com**
7. What are important things to be remembered while designing and delivering business presentation ?
8. What are various types of reports ? What structure do they generally follow in IMCA company ?

#### Section-B

(Long Answer Type Questions)

Note :- Attempt any *three* questions.

3×16=48

9. What are the various theories supporting effective communication ? Do you feel transparent communication is effective in the world of globalization ? **onlineBU.com**
10. Explain the styles of business letter in general. Explain by taking an example of medium sized company where business letters are exchanged.
11. What are various types of non-verbal communication ? How will you decide its usage while communicating ?
12. What are the advantages and disadvantages of electronic communication ? **onlineBU.com**
13. What are various factors affecting listening ? Also explain basic listening modes.

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