

Roll No.

UR-490

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**M. B. A. (FT) (First Semester)
EXAMINATION, 2011**

COMMUNICATION SKILLS

(CP-105)

Time : Three Hours

Maximum Marks : 80

Section – A

(Short Answer Type Questions)

Note : Attempt any *four* questions out of given choices. 8 each

1. What are the various communication skills. Describe.
2. Discuss the features of GRAPEVINE in an organization.
3. What is meant by Medias of Communication ?
4. What is an Interview ? Discuss.
5. What is Listening ? How does it differ from Hearing ?
6. What is a circular letter ? Explain with example.
7. What is Progress Report ? Give its format.
8. Differentiate between speech and presentation.

P. T. O.

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Section – B

(Essay Type & Case Study Questions)

Note : Attempt any *three* question out of given choices.16 each

1. Discuss the importance of communication in a commercial/business organization.
2. Explain the following Models of Communication :
 - (a) David Berlo's Model
 - (b) Shannon and Weaver Model
3. What is written communication ? How can it be made more effective ? Discuss its merits and demerits.
4. Discuss the various directions of communication with advantages and disadvantages.
5. Draft a Business Letter to a supplier complaining about the defective supply of raw material and goods to your plant.

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