

BUSINESS COMMUNICATION & SKILL DEVELOPMENT
(Master of Business Administration)

Time: 3 Hours

Max. Marks: 60

Note: Answer All Sections of Questions

All Questions from Section- A are to be answered at one place.

SECTION-A

6 × 2 = 12M

1. What is passive listening?
2. What are the principles of feedback?
3. Define communication and its importance
4. Explain the layout of business letters
5. What is the role of media in communication?
6. Write a short note on communication etiquette

SECTION-B

3 × 12 = 36M

1. a) What is communication? Discuss the steps in the communication process
(OR)
b) Compare and contrast oral vs. written communication. List out their advantages and disadvantages
2. a) What is a team presentation? Discuss its merits and demerits
(OR)
b) What are communication problems of the formal organization? How it is managed?
3. a) What is the structure of a good report? Give examples of different types of reports
(OR)
b) Write a letter to a job applicant informing him that he has been selected for the post of management trainee in an FMCG company

SECTION-C

1 × 12 = 12M

Motilal & Co., a leading garment manufacturing and exporting firm has received a letter of complaint from one of its U.K. clients stating that none of the materials received recently were properly folded and ironed. Further the client indicated their dissatisfaction and decline to further continue with the business tie-up in the future. The client is in the most important and profitable list of customers for Motilal & Co.

- a) Draft a letter to the U.K. client, pacifying them and assuring the best of services in the future.
- b) Also prepare an internal communication to the Manager of the concerned department asking for an immediate explanation.

