

Code No. 4508

**FACULTY OF MANAGEMENT**

**MBA (CBCS) I – Semester Examination, January 2018**

**Subject: Business Communication**

**Paper Code – MB – 105  
(Open Elective – II)**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions.**

**PART – A (5x4 = 20 Marks)  
[Short Answer Type]**

- 1 Types of Communication
- 2 Process of conducting negotiation
- 3 Persuasive speaking
- 4 Importance of Business Correspondence
- 5 Managing Govt. relations.

**PART – B (5x12 = 60 Marks)  
[Essay Answer Type]**

- 6 a) What is meant by Communication? What are the different barriers of Communication?  
**OR**  
b) "Listening plays a vital role in the success of communication process". Discuss.
- 7 a) What is non-verbal communication? What are its characteristics?  
**OR**  
b) Outline the steps in negotiation process.
- 8 a) How do you make presentation more effective? Briefly write some strategies of presentation.  
**OR**  
b) What are the non-verbal dimensions of presentations?
- 9 a) Outline the essentials of good report writing.  
**OR**  
b) What are the essential elements of a good?
- 10 a) Suggest some important measures to make media relations more effective.  
**OR**  
b) Examine the need and importance of maintaining sound investor relations in the present day business environment.

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