

Roll No. ....

**12608**

**MBA 2 Year 1st Semester (CBCS)  
2019-20 New Scheme  
Examination – December, 2022  
BUSINESS COMMUNICATIONS SKILLS  
(Discipline Specific Elective Course)  
Paper : 191MG21D1**

*Time : Three hours / Maximum Marks : 80*

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**Note :** All questions of Section-A are compulsory. Attempt *four* questions from Section-B selecting *one* question from each Unit. All questions carry equal marks.

**SECTION – A**

1. Write short note on the following :

- (a) What is meant by status-consciousness ?
- (b) What do you mean by responsive listening ?
- (c) Write about the elevator etiquettes in short.

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- (d) What constitutes the content of any writing ?
- (e) What are mental filters ?
- (f) How presentation is different from public speaking ?
- (g) What is "leakage" in non-verbal communication ?
- (h) What is agenda and minute of meeting ?

### SECTION - B

#### UNIT - I

- 2. If you are appointed the manager of a business organization with declining business, what objectives of communication will you use to check the decline in business ?
- 3. Explain the process of communication. Do you believe that the introduction of newer modes of communication has caused a significant change in the communication process ?

#### UNIT - II

- 4. "Listening is hearing with thoughtful attention." Discuss.
- 5. Write a detailed note on the techniques for removing anxiety, fear and inhibition.

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#### UNIT - III

- 6. "The single most significant element of non-verbal communication is the body language." Discuss the statement.
- 7. Define business etiquettes. How business etiquettes are important today for managers ? Show to what extent, etiquettes of managers in business settings reflect their communication ability ?

#### UNIT - IV

- 8. You have received a big order for shirts, but are unable to execute it in time owing to certain difficulties. You write to the customer asking for extension of time. The customer is willing to grant extension of time up to a certain date. Draft both the letters.
- 9. Answer the following:
  - (a) What are the purposes of conducting meetings ?
  - (b) What are the aspects to be avoided while writing a resume ?

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