

Roll No. _____

12008

**MBA 2 Year 1st Semester (Old) CBCS
Examination – February, 2022**

**BUSINESS COMMUNICATION SKILLS (DISCIPLINE
SPECIFIC ELECTIVE COURSE)**

Paper : 161MG21D1

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 : Section A is compulsory. Attempt any four questions from section B by selecting at least one question from each unit. Each question carries equal marks.

SECTION – A

1. (a) Telephonic communication
- (b) Listening process
- (c) Notice writing
- (d) Meaning of voice modulation

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- (e) Role of electronic mail in business
- (f) What is business letter?
- (g) Group discussion
- (h) Agenda of meetings

SECTION - B

UNIT - I

2. "Myths and reality affect the communication" justify the statement with suitable examples. 16

OR

3. Explain the concept of effective listening in communication. Discuss the types of listening in detail. 16

UNIT - II

4. What are the indicators of assertive behaviour? Discuss in detail. 16

OR

5. What are the prerequisites for a good presentation? Also discuss role of body language in presentation. 16

UNIT - III

6. Discuss all the forms of non verbal communication in detail. 16

7. Write note on :
- (i) Business Manners of people
 - (ii) Voice modulation

OR

8. Draft a resume along with covering letter for the post of assistant manager in a company? 16

OR

9. What is report writing? What are the different steps in effective report writing? 16
