

7. What is the importance of business etiquettes ? Explain various forms of business etiquettes in detail.

UNIT - IV

8. Explain the various steps to be taken for report preparation in detail.

9. Discuss the different standard parts of business letter in detail.

Roll No. _____

12608

**MBA 2 Yr. 1st Semester (CBCS) 2019-20
New Scheme Examination – February, 2022**

**BUSINESS COMMUNICATION SKILLS (Discipline
Specific Elective Course)**

Paper : 191NCG21D1

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 : This paper consists of two sections (Section A and B).

Section A is compulsory and carrying questions of two marks each and Section B consists of eight question of sixteen marks each. The students shall be required to attempt four questions from section B selecting *one* question from each Unit. All questions carry equal marks.

SECTION - A

1. Short Answer Type Question :

- (a) Explain the importance of business communication process.
- (b) What is the importance of clarity and correctness in an effectiveness communication ?
- (c) What is Kinesics communication ?
- (d) Discuss the postures and gestures of the body language.
- (e) What do you mean by Agenda and minutes of meeting ?
- (f) Explain the main qualities of good business report.
- (g) How content listening is different from critical listening ?
- (h) What are the principles of effective listening ?

12608-3400-(P-4)/(Q-9)/(22)

(2)

SECTION - B

UNIT - I

- 2. Distinguish between non-verbal and verbal communication. Give advantages and disadvantages of non-verbal communication.
- 3. Explain the principal barriers to management communication and suggest measures for the improvement.

UNIT - II

- 4. What is meant by listening ? What are the main principles and explain different types of listening ?
- 5. What do you understand by basic interviewing skills ? Which type of communication skills required for interviews and group discussion ?

UNIT - III

- 6. What is meant by body language ? Discuss its types and significance.

12608-3400-(P-4)/(Q-9)/(22)

(3)

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