

Seat No. : _____

AO-118

April-2022

M.B.A., Sem.-IV

Business Communication

Time : 2 Hours]

[Max. Marks : 50

Section-I

Attempt any **three** questions out of **five** :

1. (A) Discuss about how a manager performs different roles in an organization. Give one specific example of the following to support your answer. 7
 - (i) Interpersonal
 - (ii) Informational
 - (iii) Decisional
- (B) Write a brief note on : 7
 - (i) Communication Basics
 - (ii) Any four types of Miscommunications

2. (A) Elaborate various tools and their usage for effective technology-based communication. 7
- (B) Explain the positive and negative impact of technology-based communication. 7

3. (A) What are the different types of business letters ? Explain with examples. 7
- (B) Write Short Notes on : 7
 - (i) The seven C's of Business Letter Writing
 - (ii) Structure of effective Memo

4. (A) What is product instruction ? Explain with an example of product instruction. 7
- (B) Write note on essentials of business conversation and conversation management. 7

5. (A) Elaborate the following : 7
 - (i) Meeting Process
 - (ii) Evaluating Meetings
- (B) Discuss in detail how one can plan and conduct a conference successfully. 7

Section-II

6. Multiple Choice Question : (Attempt any **Eight**) **8**
- (1) Nirali is arranging a meeting for solving IT related problems faced by the company. Whom should she invite ?
 - (a) Technical Expert
 - (b) Any subject Expert
 - (c) Technical Competitor
 - (d) All
 - (2) With which equipment's practice is not required for arranging a voice conference ?
 - (a) PowerPoint Presentation
 - (b) Microphones
 - (c) Camera
 - (d) None of the above
 - (3) Which of the following is incorrect for written conversations ?
 - (a) They must be clear
 - (b) They must be correct
 - (c) They must contain appropriate information
 - (d) They must use too much graphics for better understanding
 - (4) _____ is a formal discussion between enemies regarding the terms of a truce.
 - (a) Chat
 - (b) Dialogue
 - (c) Parley
 - (d) Colloquy
 - (5) As a receiver while decoding the message, listening does not require _____.
 - (a) Understanding
 - (b) Similar culture
 - (c) Patience
 - (d) Focus
 - (6) When communication takes place among the members of the same work group or of same level, we describe it _____ communication.
 - (a) Upward
 - (b) Downward
 - (c) Spiral / Diagonal
 - (d) Horizontal
 - (7) What is the full form of ISP ?
 - (a) Internet Service Provider
 - (b) Internet Solution Provider
 - (c) Intellectual Service Provider
 - (d) Identification Service Provider
 - (8) _____ is the process of modifying a document to increase its effectiveness.
 - (a) Proofreading
 - (b) Drafting
 - (c) Revising
 - (d) Prewriting
 - (9) In prewriting, what is not necessary to follow ?
 - (a) Using comparative tone
 - (b) Determining your purpose
 - (c) Keeping your readers in mind
 - (d) Organize an outline
 - (10) _____ approach is to convey all positive information that pleases your readers.
 - (a) Indirect
 - (b) Direct
 - (c) Persuasive
 - (d) Negative
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