

AI-121

April-2015

S.Y. M.B.A., Integrated Business Communication

Time : 3 Hours]

[Max. Marks : 100

- Instructions :** (1) There are **five** questions.
(2) Each question carries equal marks.

1. Explain in brief, the various barriers that act as a hurdle in effective business communication. Suggest common strategies to remove the barriers. **20**

OR

“The flow of communication should not be constricted in any direction.” Elaborate in detail the flow of communication in different directions.

2. (a) What is the format of a business letter ? Discuss each component. **10**
(b) Frame a memo regarding the meeting to be held for deciding the strategy of a new product launch. Assume the necessary details. **10**

OR

Draft an internal memo on behalf of HR Manager, informing employees of all departments about the upcoming industrial trip being organized to ‘GIFT CITY’, details about participation fees, conveyance facility are to be given. **20**

3. Explain following terms in brief : (any **four**) **20**
(1) Organizational Barriers
(2) Informal network models
(3) Categorical thinking
(4) Visual aids in technology enabled communication
(5) Drawings and diagrams

4. Explain various types of conversation and elaborate the strategies of effective conversation. **20**

OR

- (1) What is the importance of written instruction in communication ? **10**
(2) Graphs – types and advantages. **10**

5. (a) Illustrate the issues related to ‘Effective Meetings’. **10**

OR

‘Web Conferencing’. Explain.

- (b) Define the steps required for conducting a conference. **10**