



Seat No. : \_\_\_\_\_

**XY-127**

**Five Years MBA Integrated (K.S.)**

**Second Year MBA, Sem.-IV**

**April-2013**

**Business Communication**

**Time : 3 Hours]**

**[Max. Marks : 100**

1. (a) What is Business Communication ? Explain its internal and external activities. **5**
- (b) Discuss how you can put to use the grapevine form of communication for organizational effectiveness. **5**
- (c) Explain the informational role of manager. **5**
- (d) Discuss the formal and informal lines of organizational communication. **5**
  
2. (a) Explain how can technology improve the efficiency of organization. **3**
- (b) Explain advantages and disadvantages of mobile technology. **3**
- (c) Write a short note on 'e-commerce' with suitable example. **4**
- (d) "The use of internet should be with responsible behaviour." Justify the statement with netiquettes. **5**
- (e) Write a note on web conferencing and tele-conferencing. **5**
  
3. (a) Explain the key issue in writing effectively. **4**
- (b) Write an effective memo to inform all employees about merger of your company with ABC limited and also request that not to spread rumors about not keeping the employee of ABC limited. **4**
- (c) Explain the 7 C's of letter writing. **4**
- (d) What is Letter ? Explain its types with suitable example of miscellaneous letter. **4**
- (e) What is Business letter ? Explain the main components of business letter. **4**

4. (a) Discuss essential non-verbal cues in business conversation. **10**
- (b) With the help of a product example, explain how should product instructions be communicated. **10**

**OR**

Attempt any **four** of the following : **20**

- (1) Types of conversation
  - (2) Graphics in communicating instruction
  - (3) Stressful conversation
  - (4) Oral instructions
  - (5) Written instructions
5. (a) Write a note on : Team briefing **10**
- (b) Identify and elaborate strategic issues related to an annual budget meeting. Explain how to make it an effective meeting. **10**
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