

Seat No. : _____

AF-113

April-2023

Int. M.B.A., Sem.-IV

Business Communication

Time : 2½ Hours]

[Max. Marks : 70

1. (a) Discuss different tips for effective internal communication in detail. 7
- (b) 'Miscommunication is one particular case of a lack of alignment of individual's mental state'. To support this, write different ways to prevent miscommunication. 7
2. (a) How have technology-enabled communication tools, such as video conferencing, instant messaging, and collaborative software, transformed the way individuals and organizations communicate and collaborate; what are the advantages of these tools compared to traditional communication methods ? 8
- (b) Write Brief-notes on the following : 6
 - (i) Personal digital assistants
 - (ii) E-mail
3. (a) 'A memo report is carefully designed so that the reader acts upon it correctly the first time it is read'. Justify this statement with the help of describing different parts of a memo. 7
- (b) Elaborate all the common components of an ideal business letter. 7

OR

Explain a brief note on inquiry letters and persuasive letters.

4. (a) Describe different types of conversations. 'Business conversations should adhere to certain requirements to be effective'. Explain this with the help of essentials of business conversation. 7
- (b) Write a brief note on the following : (any one) 7
 - (i) Nuances of conversation management
 - (ii) How to manage stressful conversations

5. (a) Draft a notice, agenda, and minutes of the meeting as per the following details : 7
- Company Name : Bright Ideas Inc.
Address : 123 Main Street, Suite 400, Ohio, USA 12345
Registration No. : 789-ABC-123
Date and Time of the Fifth Six monthly Meeting : 23.03.2023; 01:30 p.m.
Agenda : Presentation of Q3 Financial Report, Launch of New Marketing Campaign, Employee Engagement Initiatives.
- (b) What are the key considerations for successfully conducting a conference, including planning, logistics, and execution, and how can they be effectively managed to ensure a productive and engaging event for all attendees ? 7

OR

What are the advantages and disadvantages of video-conferencing as a communication tool for organizations; how can organizations effectively manage these facets to ensure successful implementation of video-conferencing in their operations ?
