

IMBA (FM/HRPA/BM/BEM) Sem.-1 Examination

BEM/BBA/FM/HR/BBA_Lang-1

BC

January-2024

Time : 2-30 Hours]

[Max. Marks : 70

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| Q.1 | Define Communication and discuss process of Communication. | (14) |
| Q.2 | Discuss barriers of Communication in detail. | (14) |
| | Or | |
| Q.2 | Discuss types of Non-Verbal Communication in detail. | (14) |
| Q.3 | Define Listening and discuss difference between listening and hearing. | (14) |
| | Or | |
| Q.3 | Define Group Discussion and discuss pre requisites of GD in detail. | (14) |
| Q.4 | Discuss Upward, Downward and Horizontal Communication in detail. | (14) |
| | Or | |
| Q.4 | Discuss how to write formal letter in detail. | (14) |
| Q.5 | Discuss how to conduct effective Presentations in Organisations. | (14) |

