

## MBA Sem.-1 (IBFT/DM) Examination

IBFT/DM-106

MC

Time : 2-30 Hours]

February-2025

[Max. Marks : 70

**Instructions:**

- *Question no. 1 to 5 carry 14 marks each.*
- *Question no. 1 is compulsory.*
- *In question no. 5, each of the question is of 2 marks.*

**Question 1**

Describe the process of communication in detail with the help of a chart. Also analyze the importance of non-verbal communication in fostering effective communication within an organization and explain how nonverbal cues can impact understanding and relationships in a professional setting.

**Question 2**

- i. Discuss the various barriers to effective listening in an organizational setting. How do these barriers impact communication and overall organizational performance? Also explain the importance of effective listening in an organization, focusing on its role in fostering better teamwork, improving decision-making, and enhancing productivity. What strategies can be implemented to overcome these barriers and promote active listening within the workplace?

**OR**

- ii. Define the term communication. Also explain the various objectives of communication in organizational context. As a manager, how would you ensure effective communication within your organization? What strategies would you employ to foster clear, transparent, and productive communication among teams?

**Question 3**

- i. Discuss the importance of telephone etiquettes in professional communication. What are the key elements of effective telephone communication, and how do they contribute to a positive image for both the individual and the organization? Also explain some common challenges faced during telephone communication and suggest strategies to overcome these challenges in order to ensure clear, efficient, and professional interactions.

**OR**

- ii. Discuss the three distinct phases of an interview process: the pre-interview phase, the interview phase, and the post-interview phase. In your response, explain the key activities

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and strategies involved in each phase, such as how to prepare for the interview, conduct oneself during the interview, and follow up after the interview. How do these phases contribute to the overall success of the interview process.

**Question 4**

- i. Discuss the job application process, outlining the key steps from identifying job opportunities to preparing for the interview. Emphasize the importance of preparation before the interview. Also draft a resumé for the post of a marketing manager showcasing relevant skills, experience, and accomplishments.

**OR**

- ii. Explain the process of writing a letter of inquiry for purchasing products, such as t-shirts and jeans, from a supplier. What key details should be included in the inquiry letter to ensure that you receive the necessary information about the products, pricing, and terms of sale? Also draft a letter in response to an inquiry, providing the requested information and addressing the potential customer's needs.

**Question 5. Explain the following in brief:**

- i. Non-verbal communication
- ii. Features of a good listener
- iii. Characteristics of a business letter
- iv. Tasks involved in completing Reports
- v. Professional networking
- vi. Ways of conducting meetings effectively
- vii. Barriers to effective communication

.....**End of Paper**.....