

## MBA in BEPF/PP/EM Sem.-1 Examination

EPF/PPM/EM-106

MC

Time : 2-30 Hours]

January-2025

[Max. Marks : 70

- Q1 Define communication. Explain its forms, objectives, and characteristics with relevant examples. (14)
- Q2 What are the barriers to effective communication? Suggest practical methods to overcome these barriers. (14)
- Or
- Q2 Discuss the role of verbal and non-verbal symbols in communication. Provide examples of how these symbols influence communication effectiveness. (14)
- Q3 Define listening skills. Explain the features of a good listener and how they contribute to effective communication. (14)
- Or
- Q3 What is the anatomy of poor listening? Analyze its impact on personal and professional communication. (14)
- Q4 Do as directed (Each sub-question carries 2 marks): (14)
- a. List two objectives of communication.
  - b. Write two rules for email etiquette.
  - c. Identify two barriers to communication.
  - d. Name two features of an effective oral presentation.
  - e. Mention two visual aids commonly used in presentations.
- Or
- Q4 Write a sales letter promoting a new software product designed for small businesses. (14)
- Q5 Evaluate how technology, such as teleconferencing and emails, has transformed communication in organizations. Discuss the advantages and challenges. (14)
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