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0705N403

Candidate's Seat No : _____

IMBA in BEM/FM/HRPA/BM (Rep.) Sem.-2 Examination

BEM/HR/FM/BBA_Lang_2

CSM

Time : 2-30 Hours]

May-2025

[Max. Marks : 70

- Q.1 Define Business Proposals and discuss its components with relevant examples in detail. (14)
- Q.2 How can you write an effective memo from a business perspective? Discuss the key components. (14)
- Or
- Q.2 Discuss five main Stages of writing effective Business messages. (14)
- Q.3 How can business reports be written effectively? Discuss the key strategies and components. (14)
- Or
- Q.3 Discuss how to write Resume effectively. (14)
- Q.4 Define Recruitment? How does the online Recruitment Process entail? Discuss it in detail. (14)
- Or
- Q.4 Discuss Direct and Indirect approaches of Business Messages in detail with relevant examples. (14)
- Q.5 What are the key components of a business letter, and how can it be written effectively? (14)
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