

Seat No. : _____

LE-127

April-2014

S.Y. M.B.A. (K.S.) (Integrated)

Business Communication

Time : 3 Hours]

[Max. Marks : 100

1. (a) Discuss how communication plays a crucial role in the progress of an organization. **10**

OR

What are the activities that managers perform when they play the informational role in their organization?

- (b) Write a short note on any **two** : **10**
- (i) Downward communication
 - (ii) Emotional expression and motivation
 - (iii) Miscommunication

2. (a) Write short note : **10**

- (i) Tips for effectiveness in technology based communication.
- (ii) Positive impact of technology enabled communication.

- (b) What do you mean by technology enable business communication ? Discuss it. **10**

OR

What are the basic criteria for selecting appropriate communication technology ?

3. (a) What do you mean by team briefing ? Explain in detail. **10**

- (b) Why do effective business meetings are critical in organizational communication ? **10**

OR

Discuss various steps involved in holding an effective meeting.

4. What are the stages of writing Business Messages ? Discuss in detail. **20**

5. (a) Give classification of letters and discuss various components of a letter. **10**

OR

Discuss essentials of business conversation and strategies to make a conversation effective.

(b) What are the written instructions and how can we make written instructions effective ? **10**

OR

Write short note on any **two** : **10**

(i) Graphic instructions

(ii) Product instructions

(iii) Oral instructions
