

Seat No. : \_\_\_\_\_

**AB-125**

**April-2016**

**S.Y. M.B.A. Integrated  
Business Communication**

**Time : 3 Hours]**

**[Max. Marks : 100**

1. Answer the following : (any **two**) **20**
  - (1) What is Business Communication ? State the benefits and explain the functions of Communication.
  - (2) Elaborate the roles of a manager. Explain Miscommunication.
  - (3) Explain in detail the various communication networks with suitable examples.
  
2. (a) Write short notes on the following : **10**
  - CD-ROM and DVD-ROM Databases
  - Advantages of mobile phones(b) What is a conference ? Discuss different types of conferences. **10**
  
3. (a) There are various kinds of business letters. Draft any 2 letters from the following : **10**
  - Covering Letter for job application
  - Thank-you Letter
  - Inquiry Letter(b) What is a memo ? When are they used ? Describe the format of writing a memo in detail. **10**
  
4. Answer any **two** : **20**
  - (1) What do you mean by the term 'Instructions' ? Write down the format of writing instructions.
  - (2) Discuss the role of non-verbal cues in an conversation.
  - (3) Brief some ways and tactics to overcome stressful conversation.
  
5. Answer any **two** : **20**
  - (1) Introduce the concept of Business meeting. How can we plan a meeting ? State the purposes of a meeting.
  - (2) Describe the strategic issues related to effective meetings.
  - (3) What is the importance of briefing ? State the features and benefits of team briefing.