

Seat No. : _____

AB-129

April-2018

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

Time : 3 Hours]

[Max. Marks : 100

1. (a) Explain the functions of Business Communication. Also explain the process of Business Communication with Diagram. **10**
(b) State the barriers of Business Communication. Also, explain the ways by which those barriers can be overcome. **10**
 2. Attempt any **two** of the following : **20**
 1. Explain any three technology-Based Communication tool in detail.
 2. Write a short note on Positive impact of Technology-Enabled Communication.
 3. State the Negative impact of Technology-Enabled Communication in detail.
 3. Attempt on any **two** of the following : **20**
 1. Explain the importance of business writing. Also, explain the different types of business messages.
 2. Explain the importance of business correspondence. Also, state the basic principles of effective business correspondence.
 3. Write a short note on common components of business letters.
 4. What are the types of meeting that can be held in a Company at different times ? **20**
- OR**
- (a) “To be successful, well-mannered conversation will be bringing you success.” Justify the statement. **10**
 - (b) How does a speaker know from non-verbal cues whether he has an attentive audience and is interested in what he has to say ? Explain with examples. **10**
5. What are the ‘tips on stressful conversation’ you can give to a Business Manage ? **20**
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