

Dec 2014

Master of Business Administration (MBA) Examination

I Semester

Business Communication

Time 3 Hours] [Max. Marks 80

Note : Attempt any four questions from Section A. Each question in Section A carries 15 marks.  
Attempt any one question from Section B. Section B carries 20 marks.

(Section A)

1. Discuss the scope of Communication. What are the factors responsible-for making the communication effective ? Give examples from real life business situations. .
2. Write short notes on the following :
  - (a). The Shannon / Weaver Model.
  - (b) The Linear Model. .
3. Differentiate between Formal and Informal Communication. Why is the informal communication used in modern organizations ? Discuss the merits and demerits of each group.
4. Write short notes on the following :
  - (a) Upward Communication.
  - (b) Downward Communication.
5. Discuss the merits and demerits of Written Communication and Oral Communication.
6. What is meant by Effective Speaking ? State the essentials of Effective Speaking.

(Section B)

7. Draft a circular letter to your customers that you have added a new department dealing with fancy goods and cosmetics to your existing business.
- 8.. Write a proposal letter to TM Oil Mills for their agency of edible oils in your district giving them the details of your past experience in this field.