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**AA-355**

**M.B.A. EXAMINATION, Dec. 2017**

(First Semester)

(Re-appear Only)

MBA-109

BUSINESS COMMUNICATION

*Time : 3 Hours]*

*[Maximum Marks : 50*

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Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

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**P.T.O.**

### **Unit I**

1. "Communication is the sum of all things one person does to create understanding in the mind of another person." Elucidate. **10**
2. Write short notes on the following :
  - (a) Vertical communication **5**
  - (b) Socio-psychological barriers. **5**

### **Unit II**

3. Discuss the different types of listening. List the different barriers to listening. How can you make your listening effective ? **10**
4. Write short notes on the following :
  - (a) Types of gazes/eye movements. **5**
  - (b) Presentation skills. **5**

### **Unit III**

5. "Group discussion is a tool of assessment of candidates." Discuss in light of qualities needed in a candidate during GD. **10**

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6. Write short notes on the following :

- (a) Negotiation strategies. **5**
- (b) Business dining etiquettes. **5**

### **Unit IV**

7. While a CV is a factual record of the candidate, his/her qualifications and experiences, a resume is a "sales letter". Comment. **10**
8. (a) Differentiate between agenda and minutes of a meeting. **5**  
(b) What information is included in middle or discussion section of a report ? **5**

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**100**