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Roll No. ....

**AA-355**

**M.B.A. EXAMINATION, May 2018**

(First Semester)

(Re-appear Only)

MBA109

**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.

**Unit I**

1. "Communication is life blood of business."  
Comment. **10**

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**P.T.O.**

2. Write short notes on the following :

- (a) Communication process 5
- (b) Organizational barriers. 5

### Unit II

3. “The eyes say it all.” Elaborate, discussing the different types of gazes/eye movements. 10

4. Explain the following :

- (a) Essentials of good listening 5
- (b) Elements of presentation. 5

### Unit III

5. “Social behaviour and manners in one country may be considered rude in another.” Explain with the help of suitable example the business manners of people of different countries. 10

6. Write short notes on the following :

- (a) Factors affecting negotiation 5
- (b) Body language during Group Discussion. 5

### Unit IV

7. Describe the principles of effective writing with the help of suitable examples. 10

8. Differentiate between :

- (a) CV and Resume 5
- (b) Full block style and open style of letter arrangement. 5