

No. of Printed Pages : 03

Roll No.

AA-906

M.B.A. EXAMINATION, May 2018

(First Semester)

(B. Scheme) (Re-appear Only)

MBA111B

BUSINESS COMMUNICATION*

Time : 3 Hours]

[Maximum Marks : 50

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.

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

(2-06/13) M-AA-906

P.T.O.

Unit I

1. "It is feedback that completes the process of communication." Elaborate this statement in context of elements of communication. **10**
2. What are barriers to communication ? How can they be overcome ? **10**

Unit II

3. "A presentation requires excelling in and exercising control over three domains : Material, Self and Audience." Elucidate. **10**
4. List the factors affecting negotiation. Discuss the various stages of the negotiation process and the approaches to negotiation. **10**

Unit III

5. Explain the *three* main components of body languages with help of suitable examples. **10**
6. Write short notes on the following :
 - (a) Introduction etiquettes **5**
 - (b) Dining etiquettes. **5**

Unit IV

7. Discuss in detail the structural elements of a business letter. **10**
8. Differentiate between agenda and minutes of a meeting. What guidelines do you suggest to prepare ? **10**