

No. of Printed Pages : 3

Roll No. ....

**AA906**

**M.B.A. EXAMINATION, May 2019**

(First Semester)

(B. Scheme) (Re-appear)

(MBA)

MBA111B

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. Define Communication. Discuss the nature and process of communication. **10**
2. What is effective communication ? List the 7C's of effective communication. **10**

### **Unit II**

3. What are the various types of listening ? Describe the various techniques for improving listening skills. **10**
4. Explain the factors affecting negotiation. Also, discuss the negotiation techniques and skills for conducting successful negotiations. **10**

### **Unit III**

5. "The face is the index of the mind." Explain in reference with the six facial expressions. **10**

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6. Write short notes on the following :

- (a) Introduction etiquettes **5**
- (b) Elevator etiquettes **5**

### **Unit IV**

7. What is a memo ? How is it different from a letter ? Describe the memo format. **10**
8. What is the importance of report writing ? Also, explain the format of writing business report. **10**

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**270**