

**EXECUTIVE MBA
EXMBA**

**Term-End Examination
December, 2012**

MCT-056 : BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any five questions.

1. (a) Is communication an art or science ? 20
(b) What are the principles of effective communication?

2. 'At times non verbal communication has greater significance than verbal communication'. Describe with the help of suitable example. Also enunciate the principles if non-verbal communication. 20

3. Discuss the characteristics of a good speech. What points should be kept in mind while drafting a speech ? 20

4. What is a report ? Why are business reports required ? Give the characteristics of a good report. 20

5. (a) Distinguish between effective communication and efficient communication. 20
- (b) What is the purpose of a memo ?
6. You are the Vice - President of a retail chain Mr. Mehta has recently joined as Deputy Managing Director of the company. Welcoming him, deliver a speech of introduction. 20
7. (a) What is the significance of business etiquette ? 20
- (b) How is group discussion different from debate ?
8. Prepare guidelines for making : 20
- (a) an oral presentation.
- (b) a slide presentation.
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