

00693

**MASTER OF BUSINESS ADMINISTRATION  
(MBAEV)**

**Term-End Examination**

**December, 2012**

**MCN-042 : BUSINESS COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : All questions carry equal marks. Attempt any 5 (five) questions. Be precise and to the point with legible handwriting.*

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1. Briefly describe how can listening be made more effective. 20
2. Enlist the pre-requisites for an effective downward communication. 20
3. What points should be considered while drafting a Confirmation or a Promotion letter ? 20
4. What is the difference between : 10+10
  - (a) One-way communication and two-way communication
  - (b) Advicing and Counselling

5. Define the following : 5+5+5+5
- (a) Paralanguage
  - (b) Sales Letters
  - (c) Body language
  - (d) Forwarding letters
6. Differentiate between : 20
- (a) Claim and Complaint
  - (b) Reports and Essays
7. Draft a letter inviting quotations from leading 20  
firms for disposal of scrap computer hardware  
and peripherals.
8. What is communication barrier ? Describe  
semantic barriers of communication. 10+10
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