

**MASTER OF BUSINESS ADMINISTRATION  
(MBAEV)**

**Term-End Examination**

**00280**

**December, 2014**

**MCN-042 : BUSINESS COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any **five** questions. All questions carry equal marks.*

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1. (a) "Reading skills are the primary vehicles for learning to ensure success in the business world today." Comment on this statement with suitable examples. 10
- (b) Differentiate between Reading and Comprehension. Explain with suitable examples. 10
2. Write short notes on the following : 4×5=20
  - (a) SQ3R method for effecting reading and studying
  - (b) Verbal and Non-verbal modes of effective communication
  - (c) Interpersonal skills
  - (d) Barriers to effective communication

3. Explain Maslow's Motivation theory with suitable examples from your own current workplace. 20
4. Explain with suitable examples the difference between :  $2 \times 10 = 20$
- (a) Corporate Communication and Business Communication
  - (b) Business Report and Business Presentation
5. Prepare a user friendly Instruction Manual for assembling an electronic item or a toy of your choice, while keeping in mind all the important factors. 20
6. (a) Write a condolence e-mail to your subordinate, who has just lost his father. 10
- (b) Write an official email to all employees of your organisation to volunteer for election duty by explaining the significance of this duty. 10
7. You have just closed a deal for supplying high altitude tents and snow shoes to an overseas buyer. Prepare a detailed business report to show to your MD. 20
8. Send a formal letter to all the employees of your organisation to participate in a blood donation camp to be held at your office premises. Explain the significance and need for volunteerism. 20
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