

**MASTER OF BUSINESS ADMINISTRATION IN
BANKING AND FINANCE (MBF)**

Term-End Examination

December, 2021

MMPC-007 : BUSINESS COMMUNICATION

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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

1. Why is business communication important for organisations ? Explain.
2. Discuss different organisational barriers to communication.
3. What do you understand by interpersonal communication ? Discuss the core competencies involved in interpersonal communication.
4. Can the conflict in meetings be positive ? Justify with the help of examples.

5. Define 'Listening'. Why is it important for organisations ? Justify with suitable examples.
 6. List and explain different types of business correspondence.
 7. Differentiate between Lean Media and Rich Media.
 8. Discuss different elements of cross-cultural communication.
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