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**MASTER OF BUSINESS ADMINISTRATION
(TEXTILE MANAGEMENT)
(MBATEXM)**

Term-End Examination

June, 2013

MCT-041 : BUSINESS SKILLS - I

Time : 3 hours

Maximum Marks : 100

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

1. (a) What do you understand by business communication ? Enumerate the principles of business communication. **10+10=20**
(b) What are the different types of business communication ? Elaborate with suitable examples.
2. What is the difference between internal and external communication ? **20**
3. What are the factors/elements to be avoided in a Group Discussion ? **20**
4. You have recently started a business manufacturing/dealing with 'X' product (any product of your choice). Write a business letter giving details to prospective clients. **20**

5. Your company recently organised a workshop on team building. Write a report of the activities. 20
 6. What is a board meeting ? How is it conducted and how is it different from a shareholders meeting ? 20
 7. What are the points to be kept in mind when attending an interview, in terms of clothing and body language ? 20
 8. What is the difference between a business letter and an memorandum ? Give suitable examples. 20
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