

MMPC-007

MBA Online (MBAOL) TERM END EXAMINATION

BUSINESS COMMUNICATION

Time: 3 Hours Maximum Marks: 100

Section 1-Short Answer (5x4=20 marks)

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

1. What do you understand by 'two-way communication' process?
2. How can the conflict at the workplace be resolved?
3. What is the role of ethics in business communication?
4. What is the need for verbal communication?
5. How does listening help in communication?
6. What is cross-cultural communication?
7. What is a mind map?

Section 2- Medium Answer (5x10=50 marks)

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

1. Differentiate between formal and informal communication giving examples.
2. Explain two prominent reading skills required in communication.
3. Describe the different types of short correspondence.
4. Explain the concept of persuasive proposals.

5. What is the difference between lean media and rich media?

Discuss.

6. How has communication evolved? Explain.

7. Compare Eastern and Western cultures on different parameters as proposed by Hofstede and Hall.

Section 3- Long Answer (2x15=30 marks)

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

1. What is the role of ethics in communication? Discuss.

2. Explain various steps involved in the process of writing.

3. Differentiate between diagonal communication and Gang Plank giving examples.