

No. of Printed Pages : 2

MMPC-007

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

Term-End Examination

June, 2024

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.

P. T. O.

[2]

4. Can the conflict in meeting be positive ? Justify with the help of examples.
5. Define 'Listening'. Why is it important for organisations ? Justify with suitable example.
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.