

**MASTER OF BUSINESS ADMINISTRATION
(NETWORK INFRASTRUCTURE
MANAGEMENT)
(MBANIM)**

Term-End Examination

December, 2010

MCR - 006 : BUSINESS SKILLS - 1

Time : 3 hours

Maximum Marks : 100

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

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1. Why is communication so important to an organisation ? Explain the process of communication, giving examples. 20

 2. What is SWOT Analysis ? Make SWOT Analysis of an individual in communication situation. 20

 3. (a) What do you mean by 'Sign Language' ? Discuss it's use. 10
(b) Discuss in detail various aspects of body language. 10

4. Write short notes on the following : 5x4=20
- (a) Precis writing
 - (b) Paraphrase
 - (c) Counselling
 - (d) Grapevine communication.
5. Assume that you are applying for the post of marketing manager in XYZ Ltd. Write an application for the post and also attach your resume with it. Also please describe the important things to be considered while preparing a resume. 20
6. Distinguish between the following :
- (a) Verbal and Non verbal communication 10
 - (b) Formal and Informal communication 10
7. What do you understand by minutes of a meeting ? State different methods of recording minutes. How can it be altered ? 20
8. Comment upon the following : 10x2=20
- (a) E-mail Etiquette
 - (b) Customer service through helpdesk
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