

**MASTER OF BUSINESS ADMINISTRATION
(SUPPLY CHAIN MANAGEMENT)
(MBASCMFL)**

00858

**Term-End Examination
December, 2011**

MCQ-003 : BUSINESS COMMUNICATION

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

All questions carry equal marks.

1. "Communication is the life blood of any organisation." Comment and explain. 20
2. Describe the importance and limitations of oral communication. 20
3. What is meant by interpersonal communication ? Discuss the guidelines for making interpersonal communication effective. 20
4. Define intrapersonal communication. Explain the tools of interpersonal communication. 20
5. Write a note on the following : 10+10
 - (a) Assertive communication
 - (b) Aggressive communication

6. What is group communication ? Discuss the factors influencing group communication. 20
7. What is a report ? What are its types ? State the common mistakes which occur while writing a report. 20
8. Write a note on the following : 10+10
- (a) Tele conferencing
 - (b) Video conferencing
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