

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

**Term-End Examination**

**June, 2011**

**MCT-041 : BUSINESS SKILLS - I**

*Time : 2 hours*

*Maximum Marks : 50*

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

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1. Explain the importance of effective communication in business. Also please explain the elements of communication process. **10**
  
2. (a) Draft a letter to the manager Punjab National Bank, New Delhi requesting him to overdraft facilities. **5**  
(b) Explain the format of business letter. **5**
  
3. Why are presentations required in business? How would you plan for effective presentation? **10**
  
4. Write short notes on : **2.5x4=10**
  - (a) Agenda
  - (b) Internal communication
  - (c) Seminars
  - (d) Email

5. What do you mean by Annual General Meeting of a company ? Explain its conduction procedure. 10
  6. Explain the role of modern technology in business communication. Write merits and demerits of the modern technologies used in communication. 10
  7. What is interview ? What are the various types of interviews ? 10
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