

00493

**EXECUTIVE MBA  
(EXMBA)**

**Term-End Examination  
December, 2013**

**MCT-056 : BUSINESS COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 100*

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*Note : Attempt any five questions.*

*All questions carry equal marks.*

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1. What are the points to be kept in mind while making a speech of thanks ? Illustrate your answer. 20
  
2. How is online communication different from letter writing ? Explain the advantages/disadvantages of each. 20
  
3. You are the manager of a company. Due to the recession, you are forced to cut allowances. Draft an email to your staff informing them of the proposed charges and your reasons for doing so. 20
  
4. (a) A meeting of the sales team was called to discuss innovative marketing strategies. Write the minutes of the meeting (any product). 10+10=20  
(b) On making a phone call to one of your branch offices, you find a tardy response and ignorance about basic procedures while dealing with clients. Write a memo based on your observations.

5. How can audio-visual media help in effective communication during presentations ? 20
  6. Discuss the importance of pre-presentation planning. 20
  7. How do cultural practices affect social etiquette at business meetings ? Illustrate. 20
  8. What is the role of a moderator in a group discussion ? 20
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