

00290

**MASTER OF BUSINESS ADMINISTRATION  
(EVERONN) (MBAEV)**

**Term-End Examination**

**December, 2013**

**MCN-042 : BUSINESS COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : All questions carry equal marks.*

*Attempt any five questions.*

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1. Comment on the statement : 20  
"Leadership and Communication Skills are rated as top most desirable attributes for employee growth and retention".
  
2. Differentiate between : 5x4=20
  - (a) Empathy and Sympathy
  - (b) Upward and downward communication
  - (c) Metaphor and Similies
  - (d) An Abstract and a Summary
  
3. Draft an e-mail to an exporter confirming supply of fabric to their overseas address as per terms and conditions fixed last Christmas. 20
  
4. Draft a Job application for a Managerial position in a garment warehouse. 20

5. You have visited a local factory for inspecting a finished product meant for export. Write a report to be presented to the AGM. 20
  6. Prepare a user Instruction Manual for operating a printer cum fax cum scanner machine recently installed in your office. 20
  7. Your boss has asked you to take notes during the forthcoming Buyers-Sellers meet. Prepare a summary of issues raised and possible solutions expressed. 20
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