

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

Term-End Examination

December, 2013

MCT-041 : BUSINESS SKILLS - I

Time : 3 hours

Maximum Marks : 100

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

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1. What is the difference between a business letter and a memorandum ? Give examples. 20
 2. Good listening is an important components of effective communication. Do you agree? Give reasons. 20
 3. (a) Write an interview letter to prospective recruits to your company. 10
(b) Frame a brief memo enumerating the basic code of conduct at your workplace. 10
 4. In what situations would a formal mode of communication be effective ? Illustrate your answer. 20
 5. Give examples of audio visual media used during presentations, briefly explaining the efficacy of each. 20

6. Explain the importance of tone in a business dialogue with appropriate examples. 20
 7. At a monthly meeting, your company decides to initiate various measures towards eco-friendliness. Draft a resolution listing these measures, to be circulated among the staff. 20
 8. What is the difference between internal and external communication ? 20
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