

No. of Printed Pages : 3

MMPC-007

MASTER OF BUSINESS

ADMINISTRATION /

MASTER OF BUSINESS

ADMINISTRATION IN BANKING

AND FINANCE

(MBA/MBF)

Term-End Examination

December, 2023

MMPC-007 : BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

(Weightage 70%)

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

P. T. O.

1. What do you understand by 'You' attitude ?
Explain its importance in business communication. 20
2. Discuss the causes which lead to interpersonal barriers in communication. 20
3. Explain different types of non-verbal communication. Give suitable examples. 20
4. How can the managers resolve conflict at workplace ? Explain giving examples. 20
5. Discuss the relationship of emotional intelligence with that of interpersonal communication. 20
6. List and explain the features of a good report.
How is a report prepared ? Explain. 20

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7. What do you understand by an interview portfolio ? Explain the significance of an interview portfolio. 20

8. Discuss the Hofstede's cultural dimension model with respect to cross-cultural communication. 20