

00543

**EXECUTIVE MBA
EXMBA**

Term-End Examination

June, 2012

MCT-056 : BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

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

1. (a) Why is it necessary for a businessman to use a combination of various media of communication ? 12,8
- (b) Briefly discuss any five interview skills that an interviewer must possess.
2. What do you mean by business presentation ? 8, 12
Discuss the role of paralinguistic elements in a presentation.
3. Describe the important barriers to effective communication. In what way can these barriers be overcome ? 12,8

4. Draft an office order directing the employees not to use office telephone for personal purposes and the implications of flouting the order. 20
5. You have been appointed the convenor of an Inquiry Committee to look into certain financial irregularities in the branch office of the company. Submit your report to the Vice - President indicating the problem and the proposed action to tackle the same. 20
6. Discuss the importance of audio-visual communication for a commercial enterprise. How can such communication be made effective ? 12,8
7. Draft an auction notice on behalf your company for the disposal of iron scrap, old company vehicles and certain items of furniture on " As is where is basis ", giving necessary details about quantity, Make and model of the vehicles, earnest money and other terms and conditions. 20
8. Write comprehensive notes on the following : 10, 10
 - (a) Business and Social etiquette
 - (b) Online Communication.

