

MBAEV

Term-End Examination

June, 2012

MCN-042 : BUSINESS COMMUNICATION

Time : 3 hours

Maximum Marks : 100

*Note : All questions carry equal marks. Attempt any five questions. Be precise and to the point in good handwriting.*

1. Define the following : 4x5=20
  - (a) Memorandum
  - (b) Tender document
  - (c) Body language
  - (d) Communication barrier
  
2. Differentiate between : 4x5=20
  - (a) Verbal and Non-Verbal Communication
  - (b) Notice and Memo
  - (c) Mass communication and Grapevine
  - (d) One-way and two-way communication
  
3. Use the following similar sounding words to make appropriate sentences. 4x5=20
  - (a) Device, Devise
  - (b) Eligible, Illegible
  - (c) Affect, Effect
  - (d) Beside, Besides

4. Explain the statement : 20  
"Listening is important in business communication".
  
  5. "Business Letters form an important part of 20  
business communication, irrespective of its size  
and structure". Explain with examples. What is  
meant by this statement ?
  
  6. Draft a letter to invite quotation for your CEO's 20  
office furniture items giving them all necessary  
details.
  
  7. Draft an e-mail to seek clarity on a business 20  
proposal. You just received from a client.
  
  8. Briefly describe various types of reports. Explain 20  
their structure with emphasis on the importance  
of summary in a report. 15+5=20
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