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EXECUTIVE MBA
EXMBA
Term-End Examination
June, 2013

MCT-056 : BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

Note : Attempt *any five* questions.

1. (a) Describe the 7Cs of business communication. 20
(b) Why is feedback important in the process of communication ?
2. In what way has technology impacted business communication ? In this context describe the significance of audio visual media. 20
3. As the HR Manager of your company, you have been asked to recruit personnel for the finance department. Which points will you keep in mind while conducting the interview ? 20
4. (a) Draft the agenda of the Annual General Meeting of a company. 20

- (b) Prepare the minutes of a Board meeting in which it has been decided to make a rights issue ; establish an office in California (USA) ; declare a dividend of 10 percent for the year 2011-12, and to separate the position of MD from that of Chairman of the company.
5. Why is public speaking more difficult compared to inter-personal speaking ? Explain strategy to reduce stage phobia and enhance public speaking delivery. 20
6. (a) Prepare a report on the feasibility of providing free laptops to company's managers. 20
(b) What is the difference between a report and a summary ?
7. What purpose does a memo serve ? How can an effective memo be prepared ? Bring out the essential differences between a memo and a letter. 20
8. Discuss the importance of listening in a business setting highlighting the role of empathetic listening. Also describe the listening process. 20
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