

**MASTER OF BUSINESS ADMINISTRATION
(EVERONN) (MBAEV)**

Term-End Examination

June, 2013

MCN-042 : BUSINESS COMMUNICATION

Time : 3 hours

Maximum Marks : 100

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

1. Explain the belief "Employers expect their newly recruited managers to be good communicators even when they have a wide range of technical competencies and skills". List at least five effective communication skills. **10+10**

2. Differentiate between Verbal and Non-Verbal Communication. Explain the barriers to effective communication. **10+10**

3. Differentiate between a Business Report and a Business Presentation. Explain this with reference to the Textile Industry. **10+10**

4. Write short notes on : 5x4=20
- (a) E-mail etiquette
 - (b) Telephone etiquette
 - (c) Interpersonal skills
 - (d) Maslow's Motivation theory
5. List communication skills of Managers as good listeners and effective speakers. Explain with an example from your organization. 10+10
6. Differentiate between Corporate communication and Business communication. Give examples. 10+10
7. Write a letter of regret to your client to express inability to honour your commitment of supply of high fashion garments. 20
8. Send a formal communication to all employees inviting them for New-Year's celebration at a local resort. 20
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