

**MASTER OF BUSINESS ADMINISTRATION  
(EVERONN) (MBAEV)  
Term-End Examination**

**June, 2014**

**MCN-042 : BUSINESS COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

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- Note : (1) Attempt any five questions.  
(2) All question carry equal marks.  
(3) Be precise with legible hand writing.*
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1. Explain how can listening be made more effective. Give appropriate examples. **20**
  
2. Comment on the statement "Body Language Communicates much more than we ever realize". Give examples. **20**
  
3. Describe the various steps involved in preparing a powerful oral presentations. Explain this with respect to an audience comprising 20 young college students. **10+10**

4. Draft an email informing candidates to appear for a job interview for the position of a Sales Executive. **20**
5. Differentiate between a Business Report and a Business Proposal. Give appropriate examples. **20**
6. What are the essential pre-requisites for an effective 'downward' and 'upward' communication? **20**
7. What are the key points to be kept in mind while drafting a: **5x4=20**
- (a) Promotion Letter
  - (b) Confirmation Letter
  - (c) Termination Letter
  - (d) Acceptance Letter
8. Define the following **5x4=20**
- (a) Para language
  - (b) Body language
  - (c) Interpersonal Communication
  - (d) Intrapersonal Communication

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