

00204

**MASTER OF BUSINESS ADMINISTRATION
(TEXTILE MANAGEMENT)
(MBATEXM)**

Term-End Examination

June, 2014

MCT-041 : BUSINESS SKILLS - I

Time : 3 hours

Maximum Marks : 100

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

1. Write short notes on **any two** with suitable examples :
 - (a) Principles governing business communication. **10x2=20**
 - (b) Various types of business communication.
 - (c) Types of business letters.
2. What are the points to be kept in mind when facing an interview ? Explain with examples. **20**
3. What are the differences between a dialogue and a group discussion ? **20**
4. As the MD of a reputed bank, draft a letter to employees about a new initiatives to bring in more rural customers and outlining. What you expect them to do in this regard ? **20**
5. Explain the use of audio -visual media as valuable supplements to a presentation. **20**

6. (a) Discuss briefly the procedures to be followed while conducting a Board Meeting. **10**
- (b) Draft a letter giving information about a conference being organised on 'Recession : Challenges and Opportunities'. **10**
7. What do you understand by Shareholders Meetings ? Illustrate. **20**
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