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MMPC-007

**MASTER OF BUSINESS
ADMINISTRATION IN BANKING AND
FINANCE (MBF)**

Term-End Examination

June, 2022

MMPC-007 : BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. Explain the two-way model of communication.
2. Distinguish between verbal and non-verbal communication giving examples.
3. What are the different types of Informal or Grapevine Communication ? Explain any *two* with the help of examples.

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4. Create a mind map for a hypothetical business plan and explain its contents.
5. Why do we need written communication ? Discuss the role of written communication in organisations. Give examples.
6. Discuss the concept of e-mail writing. Give suitable examples.
7. What are the different components of a business proposal ? Explain with examples.
8. What are the principles of Ethical Communication ? Explain the role of ethics in communication.