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MMPC-007

**MASTER IN BUSINESS
ADMINISTRATION IN BANKING AND
FINANCE (MBF)
Term-End Examination
June, 2023**

MMPC-007 : BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. What is the role of Business Communication in corporate world ? Explain giving examples.
2. Explain as to how sign language is an important form of non-verbal communication.
3. Distinguish between a good listener and a bad listener giving examples.

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4. Describe the key accountabilities which are expected of chair persons or team leaders before a meeting takes place.
5. Why is written communication necessary ? Discuss the need and features of written communication.
6. Write short notes on the following :
 - (a) Personalised stand letters
 - (b) Memorandum
7. Discuss the different components of the letter-text combination form of reports.
8. Describe the principles of ethical communication.