

**EXECUTIVE MBA  
EXMBA**

**Term-End Examination  
December, 2010**

**MCT-056 : BUSINESS COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

**Note : ATTEMPT ANY FIVE QUESTIONS.**

1. (a) Explain the process of communication. 15,5  
Why is communication important to a  
business organisation ?  
(b) What is the significance of feedback ?
  
2. M/s Gokul Enterprises have not paid an 20  
outstanding bill of Rs. 5 lakhs despite many  
reminders. Reminding them of their reputation,  
urge the firm to honour the payment obligation.
  
3. (a) What is tender notice ? 5, 15  
(b) Draft a public notice for publication in a  
newspaper regarding the loss of certain  
share certificates of ABC Ltd.

4. (a) Describe some factors that can make a speech interesting. 8,12  
(b) Draft a speech to mourn the death of an office colleague who has died in a road accident.
5. What is 'interview' ? What are the various types of interviews ? Specify the points which an interviewer should keep in mind while conducting an interview. 3,5,12
6. Distinguish between the roles performed by the managers in the following : 7,6,7  
(a) Liaison person and spokesperson  
(b) Monitor and Leader  
(c) Negotiator and Disturbance handler
7. How can informal communication contribute to the effectiveness of a group ? What can the managers do to improve group decision making ? 10,10
8. Discuss the changes brought in the field of business communication by various electronic devices. 20
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