

First Semester M.B.A Degree Examinations

December 2015/January 2016

(Directorate of Distance Education)

(Old Scheme/New Scheme)

PAPER – MBA 130: BUSINESS COMMUNICATION

Time: 3hrs.]

[Max. Marks: 75/80

SECTION – A

Answer the following, each question carries TWO marks:

5 x 2 = 10 Marks

1. a) What is instant messaging system?
- b) Differentiate between internet and intranet.
- c) State the important factors that contribute towards effectiveness of electronic messages.
- d) What are integrated digital networks?
- e) Define functional reports.

SECTION – B

Answer any FIVE of the following, each question carries SIX marks:

5 x 6 = 30 Marks

2. What are purchase correspondences? Explain the critical components that are to be considered while drafting the same.
3. What do you mean by Hoarding? Explain its utilities and drawbacks.
4. What are official memorandums? Provide a brief structure of an official memorandum.
5. Draft a recruitment notification inviting applications for the post of Management Trainees.
6. Info media's plays a very vital role in positioning. Explain.
7. Barriers to communication is not significantly influenced by the environment. Discuss

SECTION – C

(10 + 10 + 15 = 35)

Answer the following question. Question No.8 and 9 carries TEN marks each.

Question No.10 carries FIFTEEN marks:

8. a) A leader is always a transformer of individual behavior. Explain his role in moderating the flow of communication in modern day business.

OR

Contd.....2

- b) Explain the role of IT infrastructure for effecting an efficient communication process, what are the hindrances the organization faces in implementing the same.
- 9. a) Draft a report on the proceedings of a board meeting, where various critical decisions were taken regarding the restricting of an enterprise.

OR

- b) State and explain the process of recruitment with the help of schematic diagram.
- 10. Explain the importance of web enabled communication to the organizations highlighting important factors taken into consideration to protect the credibility of such information?

SECTION – D

(Compulsory for New Scheme Students)

Answer the following question, which carries FIVE marks:

1 x 5 = 05 Marks

- 11. a) Explain different types of visual aids used by the communicator.

OR

- b) What are the important factors that the communicator has to keep in mind while he corresponds any hostile information?

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