



Roll No:

MBA  
(SEM I) THEORY EXAMINATION 2025-26  
BUSINESS COMMUNICATION

TIME: 3 HRS

M.MARKS: 70

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. Attempt all questions in brief.

02 x 7 = 14

Q no.	Question	CO	Level
a.	What do you mean by crisis communication?	1	K2
b.	What do you mean by grapevine?		
c.	What is effective listening?		
d.	What is a press release?		
e.	What is an stress interview?		
f.	What is videoconferencing?		
g.	What do you mean by memorandum?		

SECTION B

2. Attempt any three of the following:

07 x 3 = 21

a.	Discuss the elements of communication process. Discuss the role of feedback in communication?	1	K2
b.	"Body languages play an important role in oral communication". Explain.		
c.	How would you define report? Write explanatory notes on letter-text combination form of report.		
d.	Discuss the importance of technology advancement in business communication.		
e.	Define business etiquette. What are the different e-mail etiquettes?		

SECTION C

3. Attempt any one part of the following:

07 x 1 = 07

a.	What are different forms of formal communication? Explain vertical communication with its merits and demerits.	1	K2
b.	What are the barriers to effective communication in organization?		

4. Attempt any one part of the following:

07 x 1 = 07

a.	Discuss different techniques of writing in brief.	1	K2
b.	What is effective listening? What are the guidelines for effective listening?		

5. Attempt any one part of the following:

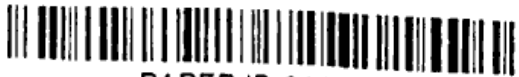
07 x 1 = 07

a.	"A good letter is one which is clear, brief, effective and should convey the right message." Explain the statement and briefly describe the different parts of a business letter.	1	K2
b.	What do you mean by an effective presentation? How use of visual aids help presenters to make their presentation effective?		

6. Attempt any one part of the following:

07 x 1 = 07

a.	Draft an application for the post of the Sales Manager addressed to General Manager of ABC Enterprises, New Delhi in response to an advertisement published in a newspaper dated 26 November, 2025.	1	K2
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b.	Define group discussion. What are the different factors taken into consideration while group discussion?		
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7. Attempt any *one* part of the following:

07 x 1 = 07

a.	What procedure have you taken for conveying a meeting? Discuss.	1	K2
b.	What are the important points taken into consideration while organizing press conference?		