



	WINTER-2023		
	Exam Seat No.:		
	Academic Year:2023-2024	Semester:I	
	Name of Programme:MBA	Pattern:2022	
	Name of Course:Business Communication-I	Course Code:MBA22109	
	Max. Marks:30	Duration:1hr 15mins	

	<p>Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.</p> <ol style="list-style-type: none">1. This question paper contains 2 page(s).2. Answer to each new question is to be started on a new page.3. Assume suitable data wherever required, but justify it.4. Draw the neat labelled diagrams, wherever necessary.5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.6. Question 1 and 2 are compulsory.Solve (a)or(b) and (c)or(d) from question3,4and 5	
--	--	--

Question No. 1 Attempt following Question

- 1 Define Communication. State the objectives of a successful communication (3) CO1

Question No. 2 Attempt following Question

- 2 Outline the advantages of listening in a business context. (3) CO2

Question No. 3 Attempt following Question

- 3.a) Explain in brief the problem solving and time management skills necessary in a business context (4) CO2

OR

- 3.b) Explain two important aspects of verbal etiquette (4) CO2

- 3.c) Develop standard guidelines for the employees with respect to use of mobile phones while in office (4) CO3

OR

- 3.d) Identify and explain briefly four basic preparations for handling incoming telephone calls (4) CO3

Question No. 4 Attempt following Question

4.a) Distinguish between a lecture and a presentation (4) CO4

OR

4.b) Analyze the features of an effective presentation (4) CO4

4.c) Examine the aspects of presentation with respect to: (4) CO4

- Content (What)

- Time (When)

OR

4.d) Analyse the factors that an effective presenter should avoid (4) CO4
(don't's) while preparing the conclusion part of the presentation

Question No. 5 Attempt following Question

5.a) Explain broad methods of an interview (4) CO5

OR

5.b) Determine the common characteristics of any interview (4) CO5

5.c) Explain two broad methods for conducting interviews (4) CO5

OR

5.d) Our institute is planning to conduct interviews for selecting a (4) CO5
Cultural Secretary. Determine which interview methods you would
recommend for the same. Justify your answer.