



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:II
Class: FY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Business Communication- II	Course Code:MBA22212
Max. Marks:30	Duration:1.15 Hrs.

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.

1. This question paper contains two 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. Attempt any one question from (a) OR (b) and any one from (c) OR (d) for Question No. 3,4 & 5.

Question No. 1 Attempt following Question

- 1 Compare the Do's and Don'ts of effective communication? (3) CO1

Question No. 2 Attempt following Question

- 2 Discuss the 7 C's of effective Business communication? (3) CO2

Question No. 3 Attempt following Question

- 3.a) Show why grammar is still so important in business communication? (4) CO3

OR

- 3.b) Interpret the key components of e-mail etiquettes? (4) CO3

- 3.c) Demonstrate the importance of e-correspondence in today's world of digital business? (4) CO3

OR

- 3.d) Illustrate the significance of minutes of the minute (4) CO3

Question No. 4 Attempt following Question

- 4.a) Distinguish between memo and letter on basis of their format and application? (4) CO4

OR

- 4.b) Prepare an email informing the suppliers about below par quality of the raw material and discuss further course of action? (4) CO4

4.c) Differentiate the types of communication? Verbal, written and Non- Verbal? (4) CO4

OR

4.d) Illustrate a press release for leading newspaper informing about a joint venture of your firm with an MNC? (4) CO4

Question No. 5 Attempt following Question

5.a) Analyse how to overcome the barriers of communication? (4) CO5

OR

5.b) Devise a notice to put on company notice board informing the employees to maintain discipline during working hours?. (4) CO5

5.c) Summarize the objective of business communication? (4) CO5

OR

5.d) Compose a covering letter to be submitted along with your resume? (4) CO5

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