



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 Explain a positive, negative and persuasive communication? (3) CO1

Question No. 2 Attempt following Question

- 2 Recognize the importance of Minutes of the Meeting in a multidisciplinary team project? (3) CO1

Question No. 3 Attempt following Question

- 3.a) Outline the objective of business communication? (4) CO2

OR

- 3.b) Interpret the key components of e-mail etiquettes? (4) CO2

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

OR

- 3.d) Illustrate the purpose of show cause notice? (4) CO3

Question No. 4 Attempt following Question

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

OR

- 4.b) Summarize the importance of grammar in written communication? (4) CO4

- 4.c) Evaluate in detail the phases in communication cycle? (4) CO4

OR

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

Question No. 5 Attempt following Question

- 5.a) Analyse the barriers to effective communication? (4) CO5

OR

- 5.b) Illustrate a notice to put on your housing society notice board informing the resident about electrical maintenance? (4) CO5

- 5.c) Compare elements of face to face communication with written communication? (4) CO5

OR

- 5.d) Compose an application letter to water supply department of municipal corporation about shortage of water in your industrial area impacting various manufacturing processes? (4) CO5

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX