



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2017-18

Subject : Business Communication
Subject Code : 1006
Time : 3 Hours

Course: MBA
Full Marks : 70
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **FIVE** questions out of which **THREE** questions are to be answered.

PART A

Q1.) All questions are compulsory:-

(10X2=20)

- List out the various types of Communication.
- What do you mean by Non-Verbal Communication
- List out the barriers to effective listening.
- What are the different kinds of Meetings.
- What do you mean by Circular & Notice.
- What are the characteristics of a good business report.
- What are the principles of effective public speaking?
- Explain the process of communication.
- What are the various kinds of Letters?
- What are the guidelines for effective Telephonic communication

PART B

Q2.) Answer any Four questions

(4X5=20)

- "Communication is a two-way process." Explain
- What do you understand by Report. Explain the different types of Reports.
- "There may be various kinds of hurdles in the way of effective communication." Elaborate.
- "A good speaker must be a good listener." Explain
- Draft a Letter of resignation, to be submitted to the HR head of the organization you are working into.
- "Written communication has various benefits over Oral communication." Elaborate with examples.



PART C

(3X10=30)

Answer any Three questions

- Q3.) You are Asst. Manager in Accounts Department of Shah Hi-Tech Auto Ltd. One of your customer XYZ Auto Ltd is late in paying invoices (invoice is a list of goods sent or services provided, with a statement of the sum due for these; a bill) for the last six months. Write a letter to your customer encouraging them to pay their invoices in time.
- Q4.) You have booked a ticket in Kingfisher Airlines Booking ID NF2262279349009 from Pune to New Delhi. On reaching the Pune Airport, you were informed that flight is cancelled due to some technical reasons. Write a letter to concern authorities claiming refund of money.
- Q5.) Draft your Curriculum Vitae, for applying for a job.
- Q6.) You read an advertisement in the newspaper- The Times of India, about vacancy of Store Manager, at Big Bazar, Bistupur, Jamshedpur. Write a Job letter.
- Q7.) You are the Principal of "ABC College". Write a Notice to the students, informing them about importance of attending the classes and the consequences of not attending the classes regularly.