

MODEL QUESTION PAPER
MPDBA 103 : Business Communication

Time: 3 Hours

Max.Marks.70

Section - A

Marks : 5 x 4 = 20

Write short notes on any five of the following.

- i) Source - Encoder
- ii) Semantic Noise
- iii) Curriculum Vitae
- iv) Criteria for successful meetings
- v) Note taking skill
- vi) Eye contact
- vii) Visual Aids
- viii) Idiomatic Expressions

Section - B

Answer all Questions

Marks 5 x 10 = 50

2. a) Discuss the role and significance of communication in business organizations.
Or
b) What is meant by telephone etiquette? Discuss the role of listening in improving one's telephone etiquette.
3. a) What are the steps to be taken in preparing effective curriculum vitae?
Or
b) Enumerate the steps to be taken to be successful in a group discussion?
4. a) Explain the role of manager as a leader in business organizations
Or
b) Discuss the criteria for conducting a successful meeting. Give examples.
5. a) "Presentation skills in today's contemporary scenario is absolutely indispensable". Discuss with examples.
Or
b) What is meant by the structure of presentation? What is its impact on the audience?
6. a) Discuss the process of negotiation. Give examples.
Or
b) How can you make your negotiations effective?