

Maulana Azad National Urdu University

Programme: BA

VI Semester Examination, May -2019

Paper Code: UGEN601SET

Paper Title: Business Communication

Time: 2 Hours

Total Marks: 35

Note: This question paper consists of three parts: Part – A, Part-B and Part-C. Number of words to answers each question is only indicative. Attempt all parts.

Part-A contains **05** compulsory questions of multiple choice/fill in the blank/very short answer type question. Answer all questions. Each question carries 1 mark. **(5x1=5-marks)**

Part-B contains **08** questions, of which students are supposed to answer 05 questions. Answer each question in approximately 100 words. Each question carries 04 marks. **(5x4=20 marks)**

Part-C contains **02** questions, of which students are supposed to answer 01 question. Answer each question in approximately 250 words. Each question carries 10 marks. **(1x10=10 marks)**

Part-A

1.

- (i) Business Communication can be of written and oral types _____. (True or False)
- (ii) In oral presentation the receiver of the message communicated is _____.
- (iii) Negotiating a business deal is two party affair. _____ (True or False)
- (iv) Give any two examples for social networking?
- (v) Another word for colleague is _____ (co-worker/acquaintance)

Part- B

2. What are the possible steps involved in oral presentation?
3. Write a brief note on types of communication.
4. What is web based communication?
5. Discuss the role of web based communication tools in business?
6. Write a note on the types of reports?
7. Write a short note on:
(a) email (b) blogs (c) public speaking (d) podcasts
8. What is the structure of a business letter?
9. Write a note on forums?

Part- C

10. Explain various kinds of web based communication channels?
11. Write story of failure to successful entrepreneur.
