

Maulana Azad National Urdu University

MBA II Semester Examination May - 2019

Paper : MMBA202CCT : Business Communications and Correspondence

پرچہ : بزنس کمیونی کیشن اینڈ کرسپانڈنس (BCC)

Total Marks : 70

Time : 3 hours

Instructions:

This Question Paper consists of three parts: Part-A, Part-B and Part-C. Number of words to answer each question is only indicative. Attempt all parts.

Part-A contains 10 compulsory questions of multiple choice / fill in the blank / very short answer type questions. Answer all questions. Each question carries 1 mark. (10 x 1=10 Marks)

Part-B contains eight questions, of which students are supposed to answer five questions. Answer each question in approximately 200 words. Each question carries 06 marks. (5 x 6 = 30 Marks)

Part-C contains five questions, of which students are supposed to answer three questions. Answer each question in approximately 500 words. Each question carries 10 marks. (3 x 10 = 30 Marks)

PART - A

1. Answer all the questions.

- (i) The possible causes of Physical Barriers of communication are : Environment, Ignorance of Medium.
- (ii) in an informal, unofficial and personal communication channel or system that takes place within the organisation as a result of rumour and gossip.
- (iii) Cognitive characteristics of effective listening are Probing, and Summarizing.
- (iv) is the process in which the effect or output of an action is returned to modify the next action.
- (v) Process of includes identifying the problem clearly, select a time and a place, outline the positive and negative consequences and plan for change.
- (vi) The purpose of presentation is to convince your listeners to accept your proposal.
- (vii) is the process of bargaining, where two parties, trying to reach an agreement on mutually accepted terms to acquire each others wants.
- (viii) In integrative negotiation both parties are in situation.
- (ix) A is a statement of the result of an investigation or of any matter on which definite information is required.
- (x) An effective essay is always focused, organised, and clear and articulate.

PART - B

2. Explain the Golden Rules for organizing a business meeting.

3. Write on the strategies for writing effective mails.
4. Explain the elementary components of Group Discussion.
5. Explain the prerequisites for an interviewee.
6. Explain the types of business presentations.
7. Explain the strategies for improving listening skill.
8. Explain the communication barriers.
9. Explain the principles of negotiation.

PART - C

10. Write covering letter to the company where you have applied for a sales executive post.
11. Write a persuasive to the HR Manager of the company where you have applied for internship.
12. Prepare the content for a power point presentation in which you want to promote the MBA program in MANUU.
13. Write an essay on the topic "Role of MANUU" in empowering the students from Urdu background.
14. Explain the structure of a report.

