

**Maulana Azad National Urdu University**  
**MBA II Semester Examination May - 2018**

**Paper : MMBA202CCT : Business Communication and Correspondence**

**پرچہ : بزنس کمیونیکیشن 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) ..... is the process of translating information into a message in the form of symbols that represent ideas or concept.
- (ii) ..... refer to the obstacles caused in communication due to problems with the interpretation of word meanings.
- (iii) As per the Aristotle model of communication, the communication process is as follow:  
Speaker > ..... > ..... > effect.
- (iv) ..... model of communication cumulates all the activities occurring in the complete span of an individual that affects the process of communication, which in turn goes forward and also depends on the past activities.
- (v) ..... listening happens when the person hears only what they want to hear, typically misinterpreting what the other person says based on the stereotypes that they have.
- (vi) Non-verbal behaviour and feedback are the ..... aspects of effective listening.
- (vii) ..... is the process in which the effect an action is returned to modify the next action?
- (viii) ....., relationship, communication and ..... are the four principles of the negotiation.
- (ix) In ..... interviews, the interviewer asks candidates to recall specific instances where they were faced with a set of circumstances, and how they reacted.
- (x) A ..... is used widely as a variant of personality test for evaluating several candidates simultaneously.

## PART - B

2. Explain the components of personality manifestation in group discussion.
3. Explain process of giving feedback.
4. Explain determinants of good listening.
5. Explain Berlo's Model of Communication.
6. Explain the rules to be followed in the GD and the strategies to win a GD.
7. Explain different types of interviews.
8. Explain the persuasion techniques.
9. Explain the requisites and techniques of interview.

## PART - C

10. Prepare the content for a power point presentation on 'communication'.
11. Explain Westley and MacLean's Model of Communication and Shannon and Weaver Model of Communication.
12. Prepare your resume for a job . The job details are given below.
  - Relationship MANAGER at HDFC bank, Hyderabad
  - Qualification required : M.B.A, Experience: 0-2 years.
13. Write a report on the management fest which was organised in your department.
14. Write a situation where you had a conflict of interest with any of your friends and relatives and how you had solved the issue through applying effective negotiation techniques.
  - Explain the situation briefly.
  - Explain major conflicts of interest of both parties.
  - Explain how you prepared for final negotiation and what strategies were applied.
  - Explain the final results of the negotiation and benefits got for each parties.

