

**Maulana Azad National Urdu University**  
**Department of Management and Commerce**  
**M.B.A. II Semester Examination - May - 2015**  
**PAPER - 202 - Business Communication and Correspondence**



Time : 3 hrs

Marks : 70

**PART - (A)**

1. Answer all the questions. Answers should not be more than 50 words. 2x10=20
- (a) Communication is contextual. Explain in brief?
  - (b) What are the elements of group communication?
  - (c) Explain in brief listening is active.
  - (d) Listening is use of hearing justify?
  - (e) How will you describe your strength and weakness in an interview for an accountant Job.
  - (f) Give the difference between bargaining techniques of negotiation.
  - (g) What is the importance of Audience Analysis in business.
  - (h) Give the difference between Seminar and Conference.
  - (i) Write a short paragraph of 50 words on "my favourite season for extempore.
  - (j) How you will list your personal interest for a gour guide job?

**PART - (B)**

2. Answer all the questions. Answers should not be more than 200 words. 10x5=50
- a) What is communication? Explain in details various channel of communication.  
or
  - b) Explain various kind of verbal and non verbal barriers of communication.
3. a) What is the difference between hearing and listening.  
or
- b) Explain the process of listening with an example.
4. a) Discuss the various initiation techniques of group discussion with examples.  
or
- b) What is interview discuss the importance of following interview.  
i) Behavioural Interview ii) Case Interview iii) Stress Interview
5. a) You are the manager of a company who conducted a meeting at a hotel. You are not satisfied with the services of the hotel during the meeting. Write a complaint letter to the hotel Manager.  
or
- b) You purchased a car last year with insurance against any damage during accident. Your car was hit and got damaged. Write a claim letter to the Insurance Company
6. Write in details about the various components of a Resume.  
or
- a) Give a write up of 150 words for a local newspaper, about your industrial visit to Parle Food Industry.
  - b) What is the role of mass communication in business.