

MAULANA AZAD NATIONAL URDU UNIVERSITY
Master of Business Administration (M.B.A)
II SEMESTER EXAMINATION, August 2021
Paper: MMBA222CCT: Business Communication and Correspondence

Time: 3 hours

Max. Marks 70 marks

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

Part-A contains 10 questions of which students are supposed to answer 08 questions. Answer each question in approximately 100 words. Each question carries 05 marks. (8x5=40 marks)

Part-B contains 05 questions of which students are supposed to answer 03 questions. Answer each question in approximately 250 words. Each question carries 10 marks. (10x3=30 marks)

Part – A

1. What are the elements of communication process
2. Explain the types of non-verbal communication
3. Describe the communication networks
4. Describe the measures to overcome communication barriers
5. Write on the determinants of effective listening
6. Explain the process of Feedback
7. Explain the strategies for successful negotiation
8. Write on the rules of business meeting
9. Explain the structure of business report
10. Describe the types of Interview

Part – B

11. Explain the barriers to communication
12. Explain the pre-requisites and strategies of business presentation
13. Write a letter of feedback to the customer support executive regarding a product which you had purchased recently.
14. Send a mail to the employees working under you regarding the precautions to be followed in the workplace in the context of COVID19.
15. Write an essay on the topic 'Managing the High-Intensity Workplace'.

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