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**M. B. A. (First Semester) Examination,
Nov.-Dec. 2020**

(New Scheme)

(Management Branch)

MANAGERIAL COMMUNICATION

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note: Each unit is compulsory and carry equal marks.

Unit-I

- 1. Elucidate Business Communication along with its nature and scope. Why is it important for managers?** 16

[2]

Or

Describe the process of communication. Explain the barriers and gateways in communication process. 16

Unit-II

2. Discuss the structured layout of a business letter. Write in brief about various types of business letters. 16

Or

Write short notes on : (any two) 16

(i) Job application

(ii) Business reports

(iii) Minutes

(iv) Memorandum

Unit-III

3. Write an explanatory note on presentation skills. Discuss the advantages and disadvantage of using visual aids for presentation. 16

Or

What are the basic strategies used for effective presentation? Describe the role of body language in it. 16

[3]

Unit-IV

4. What is a Group discussion? Describe the steps, methodology and guidelines for group discussion. 16

Or

Write short notes on : (any two) 16

(i) Meetings

(ii) Conferences

(iii) Team briefing

(iv) Interview

Unit-V

5. What is corporate communication? Discuss its strategies and various approaches. 16

Or

Elaborate the concept of ethics in business communication. Discuss about the ethical dilemmas managers are facing these days. 16