MBA-1st Semester Examination
Jan. 2014
Business Communication and Personality Development
Subject Code: AHL-503

Time Allowed: 03 hours. Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: Question No. 1 is Compulsory and attempt two questions from each section. All questions carry equal marks.

1. Answer the following questions briefly: [4*5=20]
   a) What do you mean by Communication?
   b) Differentiate between Oral Communication and Written Communication?
   c) Define Public Relations.
   d) What is Telephonic Communication?


3. (a) Differentiate between Non-Verbal and Oral Communication. [10]
   (b) Define Commercial Letters with the help of an example. [10]

4. (a) As you want to go for an interview in any company, so prepare a Curriculum Vitae of yours giving all necessary details. [10]
   (b) How Group Discussions and Interview help to examine the persona of the candidate for the benefit of the company? [10]

5. (a) What do you mean by the cross cultural dimensions of Business Communication? [10]
   (b) How technology and communication are inter-related? Discuss. [10]

6. Define the following terms in detail:
   (i) Mass Communication (ii) Advertisements [20]

7. What do you mean by process, types and essentials of good listening? Discuss in detail. [20]