MBA 1st Semester Examination
June – July 2013
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: Attempt any five questions and all questions carry equal marks.

Section – A

1. What do you mean by Communication Process? What are the barriers and gateways to communication? Explain in detail. (20)

2. What is Written Communication and what are the principles of Effective Written Communication? Discuss in detail. (20)

3. (a) How to write a Summer Project Report? Explain with the help of a suitable example. (10)

(b) Write an appropriate Curriculum Vitae as you want to apply for a job in a firm. Add necessary details if required. (10)

Section – B

4. What do you mean by Business Communication? What are the Ethical & Legal Issues in Business Communication? Discuss in detail. (20)

5. Explain the following terms:
   (i) Public Relations (10)
   (ii) Newsletters (10)

6. What do you mean by Presentation Skills? What are the Prerequisites of Effective Presentation? (20)