Roll. No………………………… 1211068

MBA 1st Semester Examination
Business Communication & 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.

1. (a) “Communication is as essential for a business concern as blood and breathing are for life” Do you agree? Explain. (10)

(b) What are the various semantics barriers of Communication? (10)

2. What are the essentials of good business writing? Discuss the various steps in effective writing. (20)

3. (a) Write a Group Discussion on the topic “Capital Punishments for the Rapists”. Support your discussion with five opinions in each for the motion and against the motion. (10)

(b) Write a CV of an engineer. (10)

4. What is departmental communication? Define any two departmental communications with example. (20)

5. Write a short note on the following terms and explain them with examples: (10*2=20)
   i. Mass Communication
   ii. Advertisements

6. What are the barriers to effective listening? How can listening be improved? (20)