

5. Compose an e-Mail to an advertiser that you are sending your C.V. referring to his advertisement in 'The Tribune' of 25.11.2023. **10**
6. How questioning helps in making the communication ? What types of questions can be asked at workplace ? **10**
7. An accountant in your office has been regularly late in reporting work, and careless in his work. Draft a memo for him. **10**
8. What are the components and prerequisites for writing impressive job application ? **10**
9. In what ways organizations communicate through media ? Discuss the challenges of this communication in virtual era. **10**

Roll No. ....

Total Pages : 02

**CMBA/D-23**

**27213**

**BUSINESS COMMUNICATION**

**MBA-103**

Time : Three Hours]

[Maximum Marks : 70

**Note :** Attempt *Six* questions in all. Q. No. **1** is compulsory. Attempt *five* questions out of remaining eight questions (10 marks each).

**(Compulsory Question)**

1. Write short notes on the following : **5×4=20**
  - (a) Extemporaneous speech
  - (b) Grapevine
  - (c) JAM presentation
  - (d) News release
  - (e) KISS principle.
2. What types of barriers emerge in communication ? How these can be avoided ? **10**
3. Which types of communication networks operate in organization ? How are these managed ? **10**
4. Explain the role of content, clarity of thought and its expression in oral presentation. What mistakes should be avoided in presentation ? **10**