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Name of the Candidate:

**M.B.A (CUSTOMER RELATIONSHIP MANAGEMENT) DEGREE**

**EXAMINATION, 2011**

**(FIRST YEAR)**

**(PAPER-I)**

**110. BUSINESS COMMUNICATION**

Dec.)

(Time: 3 Hours)

**Maximum: 75 Marks**

**SECTION-A**

**(5×3=15)**

**Answer any FIVE questions**

**All questions carry equal marks**

1.
  - a) What is the role of “Media” in communication process?
  - b) What is mass communication?
  - c) Explain the purpose of preparing an outline.
  - d) What are the reasons of preparing circulars?
  - e) What is a resolution?
  - f) List out the important points to be remembered at the time of conducting interviews.
  - g) What is downward communication?
  - h) Whether rumors are useful? When and how?

**SECTION-B**

**(3×10=30)**

**Answer any THREE questions**

**All questions carry equal marks**

2. Explain the process of communication with the flow chart showing the process.
3. Explain the process of writing a formal written communication.
4. “Gestures are observed actions”-Elucidate.
5. What are the various patterns in which you can organize the contents of your presentation?
6. What are the basic ingredients of an effective office memo? How can it used as a very strong tool to send the right messages and get the necessary action?

**SECTION-C**

**(1×15=15)**

**Answer any TWO questions**

7. Imagine yourself as a Country Manager for a multinational company, about to interview a candidate on the phone. Try and framing some questions in your mind before you dial the number. How do you think a telephonic interview will differ from a normal interview in terms of preparation required, choice of questions, etc?
8. You are applying for a post of management trainee. You are required to write a composition of about 300 words stating your objectives of your career. Draft the statement about yourself.
9. Persuasive business letters use a tone which runs through the whole message most of the times, the effect is very positive. How do you think this style is different from simple business writing? Critically examine the efficiency of persuasive writing.

**SECTION-D**

**(1×15=15)**

**(Compulsory)**

10. Write a clear and effective business message of about 100 words for the situation given below:  
You are the senior manager (HR) of your company. You are away from Mumbai for an important conference in Delhi. Just the day before you plan to return. You receive an important assignment at Dehradun. Now draft a message to be sent to the chairman of your company.

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