

00938

**EXECUTIVE MBA
EXMBA**

**Term-End Examination
December, 2011**

MCT-056 : BUSINESS COMMUNICATION

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any five questions. All questions carry equal marks*

1. (a) Compare written communication with 12,8
verbal communication.
(b) How is a memo different from a letter ?
2. Write a comprehensive essay on various types of 20
positive and negative non verbal clues.
3. What is the role of body language in
communication ? Discuss its various aspects in
detail. 5, 15
4. Discuss the structure of a presentation. What
factors should be kept in mind while planning a
presentation ? 8, 12

5. Write a letter with the help of following information ? **12,8**
- (a) Ravi, who has received a reminder from M/S Gupta Traders about an overdue account, inform the latter about his willingness to the account only of his claim in respect of a bill pending against M/S Gupta Traders itself is settled.
- (b) Gupta Traders in reply to Ravi's letter try to explain their position.
6. As a manager of a commercial organisation what principles would you ask the staff to keep in mind to make effective use of the telephone. **20**
7. Draft an office circular inviting suggestions from company's employees regarding the ways to celebrate silver jubilee of the company. **20**
8. What is empathy ? How does empathy contribute to effective communication ? **5, 15**
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