

**MASTER OF BUSINESS ADMINISTRATION
(TEXTILE MANAGEMENT)
(MBATEXM)**

Term-End Examination

December, 2011

MCT-041 : BUSINESS SKILLS - I

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions. All questions carry equal marks.

1. What are the objectives of business communication ? Explain the barriers to communication and suggest measures to overcome it. **10**
2. (a) Distinguish between verbal and non verbal communication. **5**
(b) Distinguish between formal channel and informal channel of communication. **5**
3. What is shareholders meetings ? How is this meeting conducted ? **10**
4. What are the essentials of writing a good interview letter ? Why are exit interviews conducted in a company ? **10**

5. (a) Explain the meaning and purpose of annual report. 5
- (b) Discuss the structure and contents of annual report. 5
6. Explain the importance of thematic communication in business. 10
7. (a) Elaborate the C's of good communication. 5
- (b) Draft a letter to Nisha and company, Mumbai requesting him to send the latest price catalogue. 5
-