

Roll No

MAM-205

**Master of Applied Management (Dual Degree),
II Semester**

Examination, December 2016

Business Communication - II

Time : Three Hours

Maximum Marks : 70

- Note:** i) Attempt any five questions.
ii) Question No. 3 is compulsory.
iii) All question carries equal marks.

1. a) How communication is important when the employee's of an organization don't have good news to share? What are the factors which motivates employees in those situations.
b) Explain the barriers to effective communication. How can we remove those barriers? Also describe the essentials of business communication.
2. a) What do you mean by Verbal and Non verbal communication? Explain its types and explain how it is important in business?
b) Explain cross cultural communication with its advantages and disadvantages.
3. Suppose you are the owner of a shop that sells mobile phones you received an enquiry letter from M/S Aman enterprises Vijay Nagar, Indore seeking information about the price and availability of mobile phones. Write a letter in response to the enquiry made by M/S Aman enterprises.

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4. What do you mean by Curriculum vitae? Explain its type you are also required to write your C.V. imagining your name is Ravi.
5. Write a note on report writing. Also explain the difference between project report laboratory report and progress report.
6. What do you mean by presentation? Explain how presentation is different from team present along with the essential elements.
7. Write a note on (any four)
 - a) Interviews
 - b) Business etiquettes
 - c) Visual aids
 - d) Group discussions
 - e) Meetings

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