

**2014**

**M B A**

**1st Semester Examination**

**BUSINESS COMMUNICATION AND PRACTICES**

**PAPER—MBA-107**

*Full Marks : 50*

*Time : 1  $\frac{1}{2}$  Hours*

*The figures in the right-hand margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

*Illustrate the answers wherever necessary.*

1. Answer any four questions : 5×4
- (a) What do you mean by Upward Communication and Downward Communication ?
  - (b) Give your idea about the failure of the sender in effective communication.
  - (c) As the General Manager of the Company, write a circular for all employees regarding the celebration of Independence Day.
  - (d) Write the appropriate agenda for a meeting of the Students' Union to plan and prepare for annual cultural festival.

*(Turn Over)*

- (e) Prepare your Curriculum Vitae (CV).
- (f) How does culture affect communication?

2. Answer any *two* questions : 10×2

- (a) Discuss the basic elements of communication.
- (b) Give your idea about the different models of communication.
- (c) Prepare a Check-list for an Effective Presentation.

**[ Internal Assessment : 10 Marks ]**