

No. of Printed Pages : 3

MMPC-007

**MASTER IN BUSINESS
ADMINISTRATION /MASTER OF
BUSINESS ADMINISTRATION IN
BANKING AND FINANCE
(MBA/MBF)**

Term-End Examination

December, 2024

MMPC-007 : BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. Discuss the process of communication with special emphasis on Shannon-Weaver Model.

D-3208/MMPC-007

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2. (a) Distinguish between downward and upward communication.

(b) Explain the concept of Gang Plank in communication and workplace and its advantages and disadvantages.
3. Explain different types of verbal communication giving suitable examples.
4. How can the managers resolve conflict at workplace ? Explain giving examples.
5. What do you understand by a 'Research Report' ? Describe with the help of suitable examples.
6. What are the *two* prominent skills which are required for effective reading ? Explain with the help of examples.

7. Distinguish between a video resume and curriculum-vitae. Explain the significance of the two with respect to communication for employment.
8. (a) Describe various messaging tools which can be used for different types of communication.
- (b) Distinguish between rich media and lean media giving examples.

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