

2202M029

**MASTER OF VOCATION**  
**Management HRM**  
**Subject: Business Communication**  
**Subject Code: MGM806**  
**Semester: First**  
**February, 2022**  
**Theory (External): 70 Marks**  
**Time: 03 Hours**

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**Instructions to the Students**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number									

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**SECTION –A (OBJECTIVE TYPE QUESTIONS)**  
**(10x2=20 Marks)**

- A. Discuss oral communication.
- B. What is the difference between verbal and non-verbal communication?
- C. How communication can be made successful?
- D. What is the goal of “empathic listening”?
- E. What do you understand by formal presentation?
- F. How PowerPoint presentation can enhance presentation?
- G. How gesture and posture plays important role in communication?
- H. Write a note on social media profile.
- I. Discuss the process of letter writing.
- J. Discuss different types of interview?

**SECTION –B (ESSAY TYPE QUESTIONS)**  
**(5x10=50 Marks)**

1. What is the purpose of communication?
2. How listening skills influence communication?
3. How assertiveness influences presentation?
4. How different non-verbal aspects like dress and appearance influence business communication?

5. Write a note on mechanics of writing.
6. Discuss style of letter arrangement.
7. Discuss steps to be followed during group discussion.
8. Discuss the main features of communication in the age of social media.

\*\*\*\*\*END OF PAPER\*\*\*\*\*