

2107014

MASTER OF VOCATION
Management Entrepreneurship
Subject: Business Communication
Subject Code: MED-810
Semester: Second
July 2021
Theory (External): 70 Marks
Time: 03 Hours

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 (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A Describe the term communication
- B What do you mean by communication noise?
- C Explain the term listening.
- D What do you mean by presentation?
- E What is gestures?
- F What do you mean by notices?
- G Explain the term electronic mail.
- H Explain types of interview.
- I What do you mean by types of social media? With examples
- J Discuss the barriers of communication.

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

- 1 What is communication? Explain the process of communication with their advantages.
- 2 What is behaviour? Explain the indicators of assertive behaviour.
- 3 Short Notes on-
Formal presentation
Business etiquettes
- 4 Explain group. How group discussion is helpful for effective communication?
- 5 What do you mean by profile? What are the types of profile?
- 6 What points to be noted while giving interview. Explain in detail.
- 7 What is the difference between?
 - verbal and non verbal Communication
 - Internet and Intranet
- 8 What is letter? Explain the types of letters with example.

==END OF PAPER==