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Total Number of Pages: 01

**MAM**  
**IMB204**

**2<sup>nd</sup> Semester Back Examination – 2016-17**

**BUSINESS COMMUNICATION**

**BRANCH(S): MAM**

**Time: 3 Hours**

**Max Marks: 70**

**Q.CODE:Z1173**

**Answer Question No.1 which is compulsory and any five from the rest.  
The figures in the right hand margin indicate marks.**

- Q1**      **Answer the following questions briefly.**      **(2 x 10)**
- a) What is a combination resume?
  - b) Outline the strategies to overcome stage fright.
  - c) In what way is a group discussion useful in the selection process?
  - d) What is a stress interview question? Give two examples.
  - e) Differentiate between soft skill and hard skill with examples.
  - f) What do you mean by unsolicited cover letter?
  - g) Name two elements of PowerPoint slides.
  - h) How is public speaking different from presentation?
  - i) What purpose do bullets and headings serve in a business document?
  - j) Outline two objectives of a business report.
- Q2**      Describe the different types of visual aids that would be most effective in your presentation. Mention some of the advantages of these aids.      **(10)**
- Q3**      Prepare a set of PowerPoint slides for a 15 minute presentation on the following topic: **Communication skills and Soft skills**      **(10)**
- Q4**      The wrong cake was delivered to Akshya on the occasion of his daughter's birthday. Annoyed, he writes a letter of complaint to *Priya Bakery* describing the disappointment of his family. Draft a letter of complaint on his behalf.      **(10)**
- Q5**      What are the different types of questions that are asked in an interview? From the interviewer's point of view, what is the purpose of asking these questions?      **(10)**
- Q6**      Imagine that you are the Secretary of the Athletic Union of your college, which aims to encourage sports and physical education in the college. Draft the agenda containing at least 10 items which is to be used for discussion for the first meeting of the union.      **(10)**
- Q7**      Draft an e-mail to all employees regarding an annual picnic. Enlist their cooperation and seek contributions to organize games, events and food.      **(10)**
- Q8**      **Write short notes (any two)**      **(5x 2)**
- a) Do's and Don'ts of group discussion
  - b) Dining etiquettes
  - c) Strategies for delivering effective presentation