

Jagan Institute of Management Studies
End-Term Examination, September-October, 2017
Trimester I – PGDM (IB) 2017-19

Business Communication

ET_IB_BC_2709

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.

- Q 1** a) Write an e-mail to your bank about the Bank Statement that has several errors & needs to be corrected.
b) Write an essay on 'Each One, Teach One' in 300 words. **14**
- Q 2** a) What motivated you to pursue PGDM in International Business?
b) What are the characteristics of a good paragraph? **14**
- Q 3** a) What is Feedback? & Explain various types of Feedback? Define its importance in communication?
b) Write a report on the event 'Mumbai Dabbawala'. **14**
- Q 4** a) What do you mean by writing skills? Mention the basic ingredients of clear writing.
b) Write a paragraph on 'Social media is a waste of time' in 200 words. **14**
- Q 5** a) Write a short note on following topics:
i) Unified Writing
ii) Noise as barrier
iii) Principles of Effective Communication
iv) Ethical Communication
b) Write a welcome speech for chairman of your college on Teacher's Day. **14**
- Q 6** a) What are the challenges in writing an e-mail? & What are e-mail etiquettes for effective communication?
b) What are barriers to communication? How can they be overcome? Explain with suitable examples? **14**
- Q 8** a) Write on any **TWO** topics in 300 words:
b) Importance of 'Industrial Visit'.
c) Describe a personal achievement that had a significant impact on your life.
d) Which one do you support? Distance learning or Regular MBA & Why? **14**
