

Jagan Institute of Management Studies
End-Term Examination, September, 2016
Trimester I – PGDM (IB) 2016-18

Business Communication
ET_IB_BC_2209

Time: 3 Hrs.

M. Marks: 70

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

- Q 1** Write a short note on any **FOUR** of the following:
- a) Features of Communication.
 - b) The problem of noise.
 - c) Meaning and Definition of Communication.
 - d) Feedback.
 - e) Semantic Barriers. **12**
- Q 2**
- a) What socio-psychological factors cause barriers to effective communication? Discuss.
 - b) Explain organizational barriers to communication? **14**
- Q 3**
- a) Explain the main principles of effective communication.
 - b) Explain the importance of Body Language in effective communication. **14**
- Q 4** Answer any **TWO** of the following:
- a) Seven C's of effective communication.
 - b) Good Phone Etiquettes.
 - c) Good Greeting Etiquettes. **14**
- Q 5**
- a) Explain the Ten Commandments of effective communication.
 - b) Has Google blocked the people's minds? Agree or Disagree? Discuss. **14**
- Q 6**
- a) Suggest guidelines for sending coherent message in business. Write an email as an example.
 - b) Write a report on 'Freedom demanded by Baluchistan'. **14**
- Q 7**
- a) Write a speech to deliver a welcome address for Mr Rakesh Gupta Chairman of XING Ltd who is coming to your class to deliver a lecture on " Importance of E Business
 - b) Write the questions which arise in this incomplete mail and redraft it keeping the concept of clarity in mind.

Hi Deepa
I want to write you a quick note about Ankur, who's working in your department. He's a great asset. And I'd like to talk to you more about him.
Regards
Baldev Singh

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