

19/12/16

DOON UNIVERSITY

SCHOOL OF MANAGEMENT

END SEMESTER EXAMINATION DECEMBER 2016

BUSINESS COMMUNICATION

MMS-507

MBA-I SEMESTER

Attempt all questions

MM: 50

SECTION-A

1. What is the significance of communication in corporate world? 4
2. What is the role of mentoring? 4
3. Define Kinesics 2

SECTION-B

1. What are the principles of effective communication? 7.5
2. What are the strategies for effective listening? 7.5
3. What are the elements of non verbal communication? 7.5
4. What are the common components of business letters? 7.5

SECTION-C

1. Prepare an agenda for a business meeting. 10