



DOON UNIVERSITY, DEHRADUN
Mid Semester Examination, 2014
School of Management
IMBA I SEMESTER
Course: IMBA 105- Business Communication

Time Allowed: ²1.5 Hours

Maximum Marks: 30

Note: Attempt All Questions from Sections A, B, and any two questions from section C.

SECTION: A.

(10 marks)

Q1. What is business communication? Discuss the essential features of business communication. Why is communication important in modern day business?

Or

Q1. Explain the purpose and role of business communication?

SECTION: B.

(5marks)

Q2. Write short notes on the following

- | | |
|----|--------------------------|
| a- | Listening |
| b- | Formal communication |
| c- | Oral Communication |
| d- | Telephonic Communication |
| e- | Internal communication |

SECTION: C.

(2x7.5 marks)

Q3. What is Presentation? Give suitable guidelines for a good and effective presentation.

Or

Q3. What is communication path or process? Explain in detail.

Q4. What are barriers to communication? How can you overcome the barriers to communication?

Or

Q4. What are group discussions? How will you plan and conduct a group discussion?