

17/12/16



**School of Management
Doon University, Dehradun
Semester End Examination, December 2016**

Subject - Business Communication
Subject Code – IMBA 105
Course – IMBA

Max Marks – 50
Duration – 3 hrs
Semester - 1

Section – A

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| Q1. Why is communication important for good relationship and effective management? | 2 |
| Q2. What is difference between Hearing and Listening? | 2 |
| Q3. What does personal space signify in interpersonal communication at different levels? | 2 |
| Q4. What things should be kept in mind while preparing and appearing for an interview? | 2 |

Section – B

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| Q1. Write a note on 7 C's of effective communication. | 6 |
| Q2. "When you lack confidence in a situation, your body language will shout out to others that you are unsure of yourself". Discuss some of the ways in which body language can betray lack of Confidence. | 6 |
| Q3. Does our culture influence our interpretation of the behavior of those from other cultures? Give examples to support your answer. | 6 |
| Q4. "Good Business Etiquettes is a ticket to get all the doors open for you". Elaborate highlighting the desired Business Etiquettes. | 6 |

Section –C

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| Q1. You are Sports Secretary of your University. Write a letter to sports goods supplier to send their price list and Catalogue. | 6 |
| Q2. As an HR manager, write a memo to an employee informing him of a cut in his salary. | 6 |
| Q3. As a General Manager of an organization, write an email to all the employees informing them about the meeting. | 6 |