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Total No. of Printed Pages: [1]

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M. Sc. IT (Semester: 2nd)
BUSINESS COMMUNICATIONS
Subject Code: MHUM0104/MHUM0204
Paper ID: [220416]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It carries 16 marks. It consists of 4 questions of 4 marks each.
2. Section B consist of 4 questions of 8 marks each. The student has to attempt any 3 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A

(4 marks each)

- Q1. Explain the factors that affect reading.
- Q2. What is Grapevine.
- Q3. Discuss the characteristics of a good business report.
- Q4. What is meant by Resume?

Section – B

(8 marks each)

- Q5. Write a note on the desired behaviour during group discussion.
- Q6. Write an office order baning smoking in the office premises.
- Q7. Explain the essentials of effective business communication.
- Q8. What activities can be adopted to improve listening?

Section – C

(10 marks each)

- Q9. What is listening? Explain the barriers of good listening.
- Q10. Explain the points to be observed in formulating business letters and discuss the importance of business letters.
- Q11. Define Communication. Explain the process of communication.