

VTU MODEL QUESTION PAPER - CBCS SCHEME

USN:

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20MBA16

First Semester MBA Degree Examination,...../.....2021 Managerial Communication

Time: 3 hrs.
Marks: 100

Max

Note: 1. Answer Any Four Questions from Q.No.1 to Q.No. 7.

2. Question No. 8 is Compulsory.

1. a. Define communication. (03Marks)
b. Explain the various negotiation strategies. (07Marks)
c. Discuss the 3X3 writing process of business communication. (10Marks)
2. a. What is interview? (03Marks)
b. Explain the factors effecting media choices. (07Marks)
c. "Nonverbal communication speaks louder than words". Comment. (10Marks)
3. a. What is online presentation? (03Marks)
b. "Pen is mightier than sword". Explain the statement, elaborating the strengths of written communication. (07Marks)
c. Discuss in detail the process of communication. (10Marks)
4. a. What is conflict? (03Marks)
b. Describe the different types of visual used for business presentation. (07Marks)
c. Write a complaint letter to the sales manager of M/S Ramoji Electronics Ltd., Delhi from M/S Suresh Electronics, Agra about received damaged electronics goods. (10Marks)
5. a. What is listening? (03Marks)
b. Elaborate on the barriers in effective communication. (7Marks)
c. Write a job application letter to the Personnel Manager, Jai Jawan Company, Nashik in response to an advertisement in 'Bhuvan' daily newspaper for the post of Welfare Officer. (10Marks)
6. a. What is a case? (03Marks)
b. Explain the different formal communication channels in an organization. (7Marks)
c. Your college wishes to setup a new computer lab & needs to buy 50 computers. Write a letter of enquiry to Saraswathi Computers enquiring price & other details. (10Marks)
7. a. What is interview? (03Marks)
b. Discuss the types of reports. (07Marks)
c. Elaborate on the 10 steps in pitching. (10Marks)

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Peipei Pang



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Table of Contents Vtu Mca Question Papers 2013 Scheme

1. Understanding the eBook Vtu Mca Question Papers 2013 Scheme
 - The Rise of Digital Reading Vtu Mca Question Papers 2013 Scheme
 - Advantages of eBooks Over Traditional Books
2. Identifying Vtu Mca Question Papers 2013 Scheme
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Vtu Mca Question Papers 2013 Scheme
 - User-Friendly Interface
4. Exploring eBook Recommendations from Vtu Mca Question Papers 2013 Scheme
 - Personalized Recommendations
 - Vtu Mca Question Papers 2013 Scheme User Reviews and Ratings
 - Vtu Mca Question Papers 2013 Scheme and Bestseller Lists
5. Accessing Vtu Mca Question Papers 2013 Scheme Free and Paid eBooks
 - Vtu Mca Question Papers 2013 Scheme Public Domain eBooks
 - Vtu Mca Question Papers 2013 Scheme eBook Subscription Services
 - Vtu Mca Question Papers 2013 Scheme Budget-Friendly Options

6. Navigating Vtu Mca Question Papers 2013 Scheme eBook Formats
 - ePub, PDF, MOBI, and More
 - Vtu Mca Question Papers 2013 Scheme Compatibility with Devices
 - Vtu Mca Question Papers 2013 Scheme Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Vtu Mca Question Papers 2013 Scheme
 - Highlighting and Note-Taking Vtu Mca Question Papers 2013 Scheme
 - Interactive Elements Vtu Mca Question Papers 2013 Scheme
8. Staying Engaged with Vtu Mca Question Papers 2013 Scheme
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Vtu Mca Question Papers 2013 Scheme
9. Balancing eBooks and Physical Books Vtu Mca Question Papers 2013 Scheme
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Vtu Mca Question Papers 2013 Scheme
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Vtu Mca Question Papers 2013 Scheme
 - Setting Reading Goals Vtu Mca Question Papers 2013 Scheme
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Vtu Mca Question Papers 2013 Scheme
 - Fact-Checking eBook Content of Vtu Mca Question Papers 2013 Scheme
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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