

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DSM

Examination: June 2015

Subject: Business Communication & People Management

Date: 20.06.2015

Semester: II

Course: New

Marks: 70

Time: 11.00 a.m. to 2.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
 2. Figures in bracket indicate full marks.
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Q.1) Explain the following concepts in brief any 2 out of 4 **(Marks: 2X5=10)**

- a) Importance of communication
- b) Organizational barriers
- c) Active listening
- d) Memos

Q.2) Write Short Notes on any 2 out of 5 **(Marks: 2X5=10)**

- a) Style of letter arrangement
- b) Principles of human relations approach
- c) Features of presentation
- d) Basic rules of business etiquettes
- e) Managing customer care

Q.3) Attempt any 3 out of 5 **(Marks: 3X10=30)**

- a) Describe the essential components of communication
- b) What are the measures to overcome barriers in communication?
- c) What are the barriers to listening?
- d) Discuss few time management tips
- e) Write ten steps to successful presentations

Q.4) Attempt both the questions **(Marks: 2x10= 20)**

- a) You have just started the business in textiles, and want to purchase some textile items. Write a letter enquiring into the goods and price to a wholesale dealer
- b) What is the importance of report writing?