

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

Programme: DSM

Examination: December 2015

Subject: Business Communication & People Management

Semester: II

Course: New

Marks: 70

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

Date: 16.12.2015

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 (Attempt any 2 out of 4)

(Marks: 2X5=10)

- a) Time Management
- b) Semantic Barriers
- c) Telephone etiquette
- d) An effective Sales Letter

Q.2) Write Short Notes on any 2 out of 5

(Marks: 2X5=10)

- a) Selecting a suitable type of Report.
- b) Measures to overcome barriers in communication
- c) Ten steps to a successful presentation
- d) Basic rules of business etiquette
- e) Difference between a Resume and Curriculum Vitae

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Write any 5 barriers to listening and discuss each in details.
- b) Explain the concept of Team Building.
- c) What are different types of communication? Discuss the advantages and disadvantages of any three types of communications.
- d) Explain the features of persuasive communication.
- e) What is the importance of writing a report?

Q.4) Attempt both the questions

(Marks:2x10= 20)

Rajan was a newly promoted branch manager at Bret Bank. He was to prepare for a presentation for his team introducing himself as well as his strategies for the work towards making the branch the most profitable branch of the city.

- a) What tips will you give him for a successful delivery of his presentation?
- b) What research must Rajan carry out to reach his presentation to his team?
