

Rani Rashmoni Green University

MBA 1st Semester Examination, 2025

Subject: Business Communication

Course code: MBA-105 (Unit: _____)

Time: 2 Hours

Full Marks: 40

1. Answer any four out of six questions from the followings:

2×4 =8

- a) What is communication?
- b) What are semantic barriers
- c) Define 'Minutes of the Meeting'.
- d) What do you mean by Oral Presentation?
- e) Mention 7C's of effective communication.
- f) What is Sales Letter?

2. Answer any four out of six questions from the followings:

4×4 =16

- a) Explain the process of communication with diagram.
- b) Distinguish between formal and informal communication.
- c) "Communication is necessary to the business as blood stream to a person"-Discuss.
- d) What is the role of non-verbal communication in the success of an organization?
- e) Describe the components of a business letter.
- f) What are the different channels of communication?

3. Answer any two out of four questions from the following:

2×8=16

- a) 'For successful communication, listening is more important than speaking' - Explain.
- b) What do you mean by written communication? Explain the advantage and disadvantages of written communication. with some Examples.
- c) What do you mean by Report? Explain the characteristics of a good report.
- d) Explain the strategies to overcome the barriers for effective communication.