



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Management

Program: MBA Banking & Financial Services

Course: Business Communication – I

Course Code: MGT508

Semester: I

Max Marks: 50

Duration (mins): 90

- Note:
1. Figures to the right indicates full marks.
 2. Question number 1 to 3 are compulsory
 3. Attempt any 1 from question no 4 and 5

Q 1. Define Listening. Explain the types of listening. Elaborate the steps in listening. (10)

Q 2. Write short notes on (Any 2) (10)

- 1) Process of Communication
- 2) Difference between Individual communication and mass communication
- 3) Types of communication

Q 3. Explain what is conflict? Is conflict necessary in an organization? How can conflict management be done through communication? Explain with the help of an example. (15)

Q 4. Discuss the various models of communication with example. (15)

Q.5 “Effective Communication is imperative for the wellbeing of any organization”. Do you agree with this statement? Justify your answer with example (15)

***** ALL THE BEST*****