

## QUESTION BANK

## MBA SEMESTER -2

### MANAGERIAL SKILL DEVELOPMENT

#### UNIT 1-INTRODUCTION PAPER –EC201

**BY-DR. PRACHI PRASAD (MBA DEPT)-MCR**

- 1. Discuss the concept of business communication.**
- 2. Write briefly about the nature and importance of communication.**
- 3. Discuss the types or the forms of communication.**
- 4. What are the process of communication? Discuss briefly.**

#### UNIT-2-COMMUNICATION NETWORKS

- 1. Explain in detail formal and informal communication.**

2. Differentiate between informal and formal communication.
3. What is the significance of corporate communication?
4. Write a short note on GRAPEVINE.

### **UNIT-3- BARRIERS TO COMMUNICATION**

1. Discuss the causes of barriers to communication.
2. What are the types of barriers?
3. What are the ways to deal with barriers of communication?

### **UNIT-4- PRINCIPLES OF BUSINESS LETTER**

#### **WRITING**

1. Discuss the nature and functions of letters.

- 2. What are the principles of letter writing?**
- 3. Discuss the elements of structure of letter writing.**
- 4. Highlight the forms of layout and the styles of presentation.**
- 5. Discuss-**
  - (a) Sales letter**
  - (b) Claim and adjustment letters**
  - (c) Social correspondence letters**
- 6. Discuss how to invite and send quotations.**
- 7. What is the process of placing a tender?**

## **UNIT-6-OTHER BUSINESS**

### **COMMUNICATION**

- 1. What is memorandum and what are its essentials?**
- 2. How inter-office memorandums are drafted?**

- 3. Write short notes on notice, agenda, minutes.**
- 4. Discuss job application letter.**
- 5. Explain the process of preparing a resume.**

## **UNIT-7-REPORT WRITING**

- 1. Discuss business reports and its types.**
- 2. What is the importance and characteristics of report writing?**
- 3. Explain the elements of structure, process of writing and the order of writing in a report.**
- 4. Discuss the final draft and the check lists for reports.**

## **UNIT-8-IMPORTANT PARAMETERS IN COMMUNICATION**

- 1. Discuss the cross-cultural dimensions of business communication.**
- 2. What are the ethical and legal issues in business communication?**
- 3. How does technology help in communication?**
- 4. Discuss mass communication and promotion strategies.**
- 5. Write a short note on the following-**
  - Advertisements**
  - Publicity**
  - Press releases**
  - Media mix**
  - Public relations**
  - News letters**