



ASSIGNMENT

DRIVE	SPRING 2014
PROGRAM	MBADS/ MBAFLEX/ MBAHCSN3/ MBAN2/ PGDBAN2
SEMESTER	1
SUBJECT CODE & NAME	MB0039 –Business Communication
BK ID	B1622
CREDIT & MARKS	4 Credits, 60 marks

Q.No	Questions	Marks	Total Marks
1	<i>As a speaker you are addressing a group of people. Explain the elements involved in this communication.</i>		
	Key elements of communication	10	10
2	<i>Describe any situation in your own experience where the communication failed because the listening was faulty. Identify the barrier to listening in this situation.</i>		
	Writing experience	5	10
	Identifying and explaining the barrier	5	
3	<i>Describe any 5 types of presentations with examples and their target audience.</i>		
	5 types of presentations	6	10
	Identifying target audience and example	4	
4	<i>Explain the different types of meetings.</i>		
	Types of meetings	10	10
5	<i>You are going to face a job interview for the post of Manager-operations. Which aspects you will keep in mind while facing the interview?</i>		
	Aspects to be kept in mind during job interview	10	10
6	<i>Write short notes on: a) Internet b) Intranet</i>		
	a) meaning and benefits of internet	5	10
	b) Meaning and benefits of intranet	5	

Note – Answer all questions. Kindly note that answers for 10 marks questions should be approximately of 400 words. Each question is followed by evaluation scheme.

