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| **SESSION** | **JUL/AUG 2022** |
| **PROGRAM** | **MBA** |
| **SEMESTER** | **I** |
| **course CODE & NAME** | **DMBA102–BUSINESS COMMUNICATION** |

**SET – 1**

**1. Imagine that you are the sales representative of your organization and you are asked to effectively demonstrate a newly launched product/service in front of a target audience. Explain the communication process while including the relevance of context and how the communication can go wrong even if a few elements are missed.**

**Ans:** Irrespective of the setting in which communication takes place or the number of people that are involved, all communication consists of certain key elements. The communication model shown in figure illustrates each of these elements. Figure depicts the elements in the

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**2. Explain the various types of Non-Verbal Communication while giving examples as how you will use NV Communication when appearing for a job interview.**

**Ans:** Kinesics is the most often studied and important area of non-verbal communication and refers to body movements of any kind. Different bodymovements can express inner states of emotion. The different body movements are:

** Facial expressions –** Facial expressions can convey feelings of surprise, happiness, anger

**3. Enlist the different types of Listening.**

**Ans: The following types of listening are shown in the diagram below:**

**Discriminative listening** This is the most basic type of listening, whereby the difference between the sounds is identified. Unless the differences between the sounds are identified, the

**SET – 2**

**4. Elucidate the different types of Reading.**

**Ans:**

**Several types of reading:**

Figure depicts the different types of reading which we will discuss in the following sub-sections.

**Reading Types**

**Skimming** Let us say that you are a student of management and as suggested by your professor, you need to buy a reference text book for writing a paper on Investment Management or Quality Management. You go to a book store and see a rack full of books,

**5. Suppose you are asked to write a research document. Elaborate the steps you will apply for writing.**

**Ans:** Sometimes the most difficult part of writing a research paper is just getting it started. Contained in this packet, you will find a list of six steps that will aid you in the research paper writing process. You may develop your own steps or procedures as you progress in your

**6. Create your CV using the seven components essential for a CV.**

**Ans:** Studies have shown that on average recruiters spend just [seven seconds](https://www.telegraph.co.uk/finance/jobs/11315840/Eight-reasons-employers-are-binning-your-CV-without-reading.html) looking at a CV before deciding whether a candidate is suitable for the role.

## 1. Start strong

Start with a summary of your skills and key accomplishments. This will attract the recruiter and grab their attention from the outset. This personal profile is an important part of your CV