

NAIPUNNYA BUSINESS SCHOOL (NBS)
FIRST SEMESTER MBA II INTERNAL EXAMINATION DECEMBER 2024
BUSINESS COMMUNICATION AND SOFT SKILLS (BUS1C01)

Time:1 hour 30 min

Maximum:30 marks

Part A

Answer all questions.
Each question carries 2 marks

1. Key skills assessed during Group discussion? L2; CO2
2. What is the purpose of an agenda in a meeting? L2; CO2

Part B

Answer any two questions.
Each question carries 4 marks

3. Responsibilities of an anchor in stage anchoring? L2; CO2
4. What is the purpose of meeting minutes, and what are its key components? L2; CO2
5. Imagine you are applying for the position of a marketing manager at a reputed company. Write a professional objective for your resume. L3; CO3
6. What is the significance of body language in professional communication? Provide examples. L2; CO1

Part C

Answer any one question.
Each question carries 8 marks

7. What are the key differences between speaking in a formal setting (e.g., a business presentation) vs. an informal setting (e.g., a community event)? L4; CO2
8. Discuss the key differences between a memorandum and a business letter, highlighting their specific purposes and formats. L2; CO2

Part D

Compulsory question
10 Marks

9. You recently purchased a product from XYZ Electronics, but it was found to be defective. Write a formal complaint letter to the company's customer service department, requesting a replacement or refund. Ensure your letter follows the appropriate business letter format and includes all necessary details. L3; CO2
