

Mid-West University
Examinations Management Office
Birendranagar, Surkhet
End Semester (Alternative/Physical) Examination-2078
Bachelor of Business Administration (BBA)
Semester - II

Subject: Business Communication - II

Course Code: MGT 321

Full Marks: 50 Pass Marks: 25

Time: 3:00 Hours

You are required to answer in your own words as far as applicable.

Attempt all of the following Questions:

5×10=50

1. Define communication. If you are an acknowledged expert in your field, do you really need to care about communication skills? Why or why not? [10]
2. What is nonverbal communication? How does nonverbal communication help you run a meeting? [10]
3. Write an email to your CEO as a Manager of Human Resource Department with a proposal that you want to make some important changes in your department. Mention clearly how these changes will benefit the company. [10]

OR

Prepare an analytical report on the feasibility of starting a new business in a location that you think has a good possibility. [10]

4. Explain with at least five examples how appropriate business etiquette contributes to the success of a business [10]
5. What necessary precautions should you take while writing a persuasive message? Write a persuasive letter to your investor for your upcoming business [10]

OR

Discuss the direct and indirect approaches in business writing. Give the examples to illustrate your answer. [10]

The End