

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2018 - 19 Examination

Semester: 2
Subject Code: 06200152
Subject Name: Advanced Business Communication

Date: 11/12/2018
Time: 10:30 am to 1:00 pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. A memorandum is considered a brief form of written communication for:

a) internal use	c) formal use
b) external use	d) legal use
2. A message placed on top of the resume so it can be read first by employer is called

a) Multimedia Message	c) Beamable Resume
b) Cover Message	d) Professional Portfolio
3. Different descriptions of the average value of the distribution is

a) Mean	c) Median
b) Mode	d) All of the above
4. An interview conducted via videoconferencing technology is called

a) Unstructured Interview	c) Telephonic Interview
b) Virtual Interview	d) Technological Interview
5. Harsh is back in the job market after five years of employment at his former company. What should he emphasize most in his résumé?

a) His Work experience	c) His education
b) His salary history	d) His professional Affiliation

B). Define the following. (Each of 1 mark) (05)

1. Targeted Resume
2. Unsolicited Proposal
3. Deductive
4. Multimedia Resume
5. Functional Report

C). Direct questions. (Each of 1 mark) (05)

1. What are the advantages of presenting information visually rather than written text?
2. What are the advantages of virtue interview?
3. What is vesume?
4. Give some tips on Professional Dressing for men.
5. Define taboo.

Q.2 Answer the following questions.

- A).** Provide guidelines for an applicant to be successful in his/her job interview. (07)
- B).** How should you behave before the presentation to make your presentation effective? (08)

Q.3 Answer the following questions.

- A).** What are the advantages of etiquette in business management? (07)
- B).** What are the types of employment interview? (08)

Q.4 Attempt any two questions. (Each of 7.5 mark) (15)

1. You have lived in India for 10 years or more. Kindly provide a note on Good and Bad Etiquettes at following places that you have visited.
 - i) Government Offices
 - ii) Private Bank
 - iii) Restaurant
2. Describe the problem solving process.
3. How presentation visuals can make presentation effective? Explain in detail.
4. Write a note on wining etiquettes and table manner.