

Dr. Babasaheb Ambedkar Open University

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| Course | : PGDBA | Numerical Code: |
| Subject Code | : PGDBA – 104 | Numerical Code: |
| Subject Code | : Managerial Skills and Communication | Max. Marks: 70 |
| Date | : | Time: 03:00 to 06:00 |

Section A

Answer the following (any three)

(30)

1. What are the medium of communication?
2. Describe the concept of oral communication? Write the principles of oral communication?
3. Explain the various methods of advertisement with the examples.
4. Compare and contrast the online and offline advertising sector-wise from audience point of view.
5. What do you understand by report writing? How you can write business report?

Section B

Answer the following (any four)

(20)

1. Principles of Communication
2. Barriers of Communication
3. Telemarketing
4. Telephonic Conversation
5. Public Relation
6. E-Mail Marketing

Section C

A. MCQ (2x5)

1. ICT stands for _____
 - a. Information and Communication Technology.
 - b. Instructional & Computerized Technology.
2. Oral communication is also considered as _____ communication.
 - a. Verbal
 - b. Non-verbal
3. The second step of a complaint letter is _____.
 - a. An adjustment.
 - b. Replace/Repair the product.
4. While drafting an adjustment letter, you must learn _____.
 - a. Diplomacy.
 - b. Aristocracy.
5. Written communication is the development and expression of ideas in writing.
Written communication involves learning to work in many genres and styles.
 - a. True
 - b. False

B. Do as Directed (2x5)

1. What is Communication?
 2. What is dyadic Communication?
 3. What are the medium of communication?
 4. Define advertising?
 5. Define adjustment letter?
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