

2013

M B A

1st Semester Examination

**BUSINESS COMMUNICATION AND
ENVIRONMENTAL STUDIES**

PAPER—MBA-107

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

Write the answers to Questions of each Half in separate books.

(First Half)

(Marks : 50)

1. Answer any four questions : **5×4**

(a) Discuss the importance of communication.

(Turn Over)

- (b) State the difference between formal and informal communication.
- (c) Define Proof Reading. What qualities are expected from a good Proof-Reader ?
- (d) Why is 'feedback' so important in verbal communication ?
- (e) University has arranged one industrial tour to Cocaccola Factory, Dankuni on 22nd January, 2014. Write a notice for the students informing them about this.
- (f) Prepare your standard 'Resume'.

2. Answer any *two* questions : 10×2

- (a) Briefly discuss the process of Communication.
- (b) State the barriers to effective listening.
- (c) Write a letter of request to a Company Manager to be a part of the advisory body of your newly opened company dealing in agricultural products.

[Internal Assessment : 10 Marks]

(Second Half)

(Marks : 50)

3. Answer any *four* questions of the following : 5×4
- (a) Briefly discuss different components of sustainable development.
 - (b) What are the major health impact of air pollution ?
 - (c) Draw the relationships among Environmental Studies, Environmental Sciences and Ecology.
 - (d) Briefly explain Maslow's concept of the 'Hierarchy of Needs'.
 - (e) Discuss causes and effects of global warming.
 - (f) Briefly illustrate the status of present legal framework for environment management in India.
4. Answer any *two* questions of the following : 10×2
- (a) Define Ecosystem. What are its structural components? Explain the stability of Ecosystem. Add a note on the hierarchy of ecological levels.
2+3+3+2

- (b) Explain Ecofeminism. Briefly discuss on two major Environmental Movements. Mention the advantages of Environmental Auditing.

$$3+(2\frac{1}{2}+2\frac{1}{2})+2$$

- (c) (i) Enumerate the logic of incorporating environmental issues in business practice. 4
- (ii) Briefly highlight a few successful ventures of integrating environmental issues in business practice by various corporates. 6

[Internal Assessment : 10 Marks]
