



MBA & MBA (Finance) II Semester Regular & Supplementary Examinations June 2019

BUSINESS COMMUNICATION

(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 Define communication. Explain the essentials of good communication.
- OR**
- 2 Write the difference between formal and informal communication.
- 3 Outline the guidelines for Kinesics Proxemics, Time language and Haptics.
- OR**
- 4 Explain in detail verbal and non-verbal communication.
- 5 Explain managing motivation to influence interpersonal communication.
- OR**
- 6 Discuss about the styles of communication.
- 7 What is the importance of listening in communication? Write about the principles of effective listening.
- OR**
- 8 What is Barrier to communication and how to overcome the Barriers of communication?
- 9 What are the different types of business letters? Give a draft of any one of them.
- OR**
- 10 Explain how to write an effective letters.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

A German junior executive, Michael, working in a computer graphics company, was unaware that he was making his team angry. They thought he behaved arrogantly and he seemed to think he was better than they were. He was up for a promotion, but unfortunately no one wanted to work with him, nor recommend him.

That's when the company called the manager to see whether Michael was even aware of the feelings of his team. When the manager talked to him, he didn't understand why people around him weren't as friendly as he expected them to be. So, the manager first had to identify the inconsistencies in the communicative patterns of Michael and what attitudes he showed and why he was annoying people in order that corrective measures can be taken.

Question:

Imagine that you are the manager and present how you would see that Michael improves his communication.

