

MBA &amp; MBA (Finance) II Semester Regular Examinations June/July 2018

**BUSINESS COMMUNICATION**

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

**SECTION – A**

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

\*\*\*\*\*

- 1 What is communication? Explain the scope of communication process.

**OR**

- 2 Explain the types of communications in detail.

- 3 Discuss about the channels of communication in detail.

**OR**

- 4 Explain the time language and hepatics.

- 5 Explain the communication style.

**OR**

- 6 What is the role of emotion in inter personal communication?

- 7 Explain the types of listening indetail.

**OR**

- 8 What is barrier? Explain the technological barriers.

- 9 What is report writing? What are the steps of report writing?

**OR**

- 10 Explain the different types of business letters indetail..

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**

"Madam, I really need to talk to you about something important"

"Is it so, Usha? Well, take a seat and let me hear about it," Alka, the supervisor, says in a friendly tone, as she continues to stare at the computer screen.

As Usha sits down, Alka continues, "Usha you think you have a problem? How would you like to have the once I'm faced with now? First, I'm right in the middle of a union negotiation for a new two year contract. I have several problems with the supervisory staff of the Kandivalli plant and somebody has ruined our inventory procedure. So we are running short of material at several outlets."

Finally, Alka looks up at Usha and asks somewhat hurriedly. "Well, what's your problem?" Discouraged by her supervisor's preoccupation with her own problems and her abrupt manner, Usha decides that this is not the right time to get any assistance from her. To end the conversation without looking foolish, she decides to ask a few questions about a routine procedure.

Before Usha can speak, however, Alka suddenly signals the end of the discussion by saying, "Usha, I have another appointment now. If, you'd like, we can continue discussion later, I want to be of help, and my door is always open to you." She returns her attention to the computer screen before Usha moves from her chair.

**Questions:**

- (a) List the listening techniques that were violated by the supervisor.  
(b) What effect do you think the supervisor's attitude had on Usha?