

Code: 14E00106

MBA I Semester Supplementary Examinations June/July 2017

BUSINESS COMMUNICATION

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 Discuss the essentials of good communication.
(OR)
- 2 Briefly explain the channels of communication.
- 3 Explain the pros and cons of the oral communication in multinational companies.
(OR)
- 4 What non-verbal cues can be observed and what inferences can be drawn from them?
- 5 Explain the role of emotion in inter-personal communication.
(OR)
- 6 When do you switch between “Parent to Child” and “Adult to Adult” for different communication?
- 7 List the different types of barriers to communication.
(OR)
- 8 What are the reasons for poor listening? Suggest measures to overcome them.
- 9 Describe various interview techniques and the preparation to face them.
(OR)
- 10 Present different layouts of business letters.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:****Bloomberg: Keeping Emotions Under Control**

The members of the project team of which you are the leader have enthusiastically embraced blogging as a communication medium. Unfortunately, as emotions heat up during the project, some blog postings are getting too casual, too personal, and even sloppy. Because your boss and other managers around the company also read this project blog, you don't want the team to look unprofessional in anyone's eyes. Revise the following blog posting so that it communicates in a more businesslike manner while retaining the informal, conversational tone of a blog (be sure to correct any spelling and punctuation mistakes you find as well).

Well, to the profound surprise of absolutely nobody, we are not going to be able to meet the June 1 commitment to ship 100 operating tables to Southeast Surgical Supply. (For those who have been living in a cave the past six months, we have been fighting to get our hands on enough high-grade chromium steel to meet our production schedule). Sure enough, we got news, this morning that we will only get enough for 30 tables. Yes, we look like fools for not being able to follow through on promises we made to the customer, but no, this didn't have to happen. Six months ago, purchasing warned us about shrinking supplies and suggested we advance-buy as much as we would need for the next 12 months, or so. We naturally tried to follow their advice, but just as naturally were shot down by the bean counters at corporate who trotted out the policy about never buying more than three months worth of materials in advance. Of course, it'll be us - not the bean counters - who'll take the flak when everybody starts asking why revenues are down next quarter and why Southeast is talking to our friends at Crighton Manuf!!! Maybe, some day this company will get its head out of the sand and realize that we need to have some financial flexibility in order to compete.