

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA/MBA(IB) (2014 to 2017) (Sem.-1)

BUSINESS COMMUNICATION

Subject Code : MBA-106

Paper ID : [C0106]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

- Q1. What do you understand by the term '*Communication*'?
- Q2. State the mechanics of Letter Writing.
- Q3. What is Feedback? Explain.
- Q4. What is a Circular?
- Q5. What is cross-cultural communication?
- Q6. What is Mock Interview?

SECTION-B

UNIT-I

- Q7. Explain the major functions of Communication in detail.
- Q8. State the essentials of effective communication. Discuss 7Cs Model.

UNIT-II

- Q9. What is Active Listening? Discuss the factors affecting listening in detail.
- Q10. Discuss how we can develop our reading habits in detail.

UNIT-III

- Q11. What are the different types of communication you see everyday? Discuss.
- Q12. Elaborate in detail the principles of Letter writing.

UNIT-IV

- Q13. What is a Report? Explain the major components of a report.
- Q14. What is case method of learning? Explain its advantages.

SECTION-C

Q15. Read the following case study and answer the below mentioned questions :

Mr. X. is an 77 year old man who was admitted to the ICU, 12 days ago after surgery for a perforated ulcer. Within 48 hours of surgery, he developed some infection and remains ventilator dependent. His surgical wound is not healing well. In the last several days, his creatinine has been rising and urine output falling. The surgeon visits daily before 7 AM but has not spoken directly to the family since day one, when he reported that the surgery went well. The admitting intensivist. (Now off service) spoke briefly to the family - the patient's wife of 60 years, and his adult son - on Day 3 of the ICU stay about the status at that-time. A nephrologist who saw the patient yesterday told the wife that he had been consulted to provide dialysis. At today's ICU rounds, the current ICU attending predicted that the patient may die in the hospital, but this was not discussed with the family. The wife has asked several times for reassurance that her husband will ultimately be able to return home with her. The son, who often accompanies his mother during visiting hours, seems angry with the physicians caring for his father. An ICU family meeting attended by the ICU attending physician, the patient's designated nurse, the wife and the son, is held to discuss goals of care. The family has been insisting that everything should be done.

Questions :

- a) Discuss the case from the view point of communication. What do you think the major problem is? Examine the case in detail.
- b) If you were asked to convene the meeting with the family what would have been your communication strategies? What would you have suggested to the ICU people and to the family? Discuss in detail.