

**Total No. of Questions : 17**

MBA (2018 Batch) (Sem.-1)

# BUSINESS COMMUNICATION FOR MANAGERIAL EFFECTIVENESS

**Subject Code : MBA-107-18**

**Paper ID : [75408]**

**Time : 3 Hrs.**

**Max. Marks : 60**

### INSTRUCTIONS TO CANDIDATES :

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

## SECTION-A

**Answer the following :**

1. ‘*Communication is the essence of organizational effectiveness*’. Comment.
2. What does the term “Business Etiquette” means?
3. Distinguish between internal and external proposals.
4. Define Negative messages.
5. What do you mean by Just-A-Minute presentation?
6. Explain the term ‘Glossophobia’.
7. Does the resume have to have an objectives section in the beginning?
8. Define Role play.

## SECTION-B

## UNIT-I

9. *“Listening is an essential component of communication and management”*. Comment.
10. Explain the process of communication through a diagram depicting the essential components of the process.

## UNIT-II

11. *“Writing is crucial to business organizations as it serves as a major source of documentation.”* Discuss.
12. Discuss briefly the four factors you need to consider at the planning stage of business writing.

## UNIT-III

13. *‘Appropriate vocal cues enhance the impact of your business presentation’.* Discuss this statement with suitable examples.
14. The efficiency of a group discussion can be improved drastically by using some very simple tools of group dynamics. Discuss some of the tools.

## UNIT-IV

15. Discuss in detail the planning, writing and completing one’s resume.
16. Write notes on :
  - a) Interviewer-interviewee relationship.
  - b) Simulation games.

## SECTION-C

### 17. Case Study :

The vice-president of a company was being given a farewell by the employees with whom he had worked for more than 25 years. Camaraderie, reflections, sharing of thoughts and memories, lots of wine, and plenty of food could sum up the mood of the party. The CEO walked in to join the party and he was soon requested to deliver a short speech looking at the mood and the spirit of the occasion. The CEO, an eloquent speaker, stood up and delivered a great speech, marked with touches of gentle humour, about life after retirement, what the vice-president meant to the company and to him personally, how he had reached such heights and yet never compromised his values, and that his exist would be difficult space to fill in. As the CEO spoke, all eyes were fixed on him. Most employees were serious, watchful and paying full attention. Some were clearly indifferent. A few proactive listeners, however, enjoyed every bit of what the CEO said which was quite evident from their body language. Their smiling faces, twinkling eyes, and occasional head nods, in agreement with what the speaker said, were indicative of their level of involvement and enjoyment. In other words, they had tuned themselves to whatever the CEO was saying. However, midway through his speech, the CEO sense that his speech was becoming a little too stretched, he cut short his speech and wished the vice-president all the good health and peace.

### Questions :

- a) Did everybody receive the message the same way? Why?
- b) How should a CEO approach his speech preparation for such an occasion?
- c) How do listening skills differ according to place, person and time? Explain in the context of the above situation.