

Roll No.

Total No. of Pages : 03

Total No. of Questions : 17

MBA (2018 Batch) (Sem.-1)
BUSINESS COMMUNICATION FOR MANAGERIAL
EFFECTIVENESS

Subject Code : MBA-107-18

M.Code : 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. SECTION-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 :

(2×8=16)

1. Define effective communication.
2. What are semantic barriers?
3. Give two features of cross cultural communication.
4. What are the characteristics of grapevine?
5. What the significance of electronic communication?
6. What are the different types of Business Reports?
7. "Listening is a significant part of any communication process". Comment.
8. What is informal communication?

SECTION-B**UNIT-I**

9. a) Highlight importance of effective communication in organisations. 4
b) Explain the role of beliefs, customs and attitude in communication. 4
10. What are the 7 C's of effective communication? Describe the physical and linguistic barriers to communication. 8

UNIT-II

11. Describe ways for developing effective writing skills. Discuss the importance of analysing the situation and the audience before a written business communication. 8
12. Enumerate the structure of a good project proposal with its headings, contents, objective, coherence and presentation. While drafting a proposal, what technicalities should be kept in mind? 8

UNIT-III

13. Discuss the essential features of an online presentation to a larger audience. How can the presentation be enhanced using visual aids? 8
14. How does group discussion contribute to successful business communication? Explain Do's and Don'ts of Process of Group Discussion. 8

UNIT-IV

15. What is the importance of a good resume? Discuss the important elements and layout of a good resume. 8
16. a) Outline the steps for the preparation for a job interview as Area Sales Manager in a multinational manufacturing organisation. 4
b) Highlight the importance of simulation games as a tool of experiential learning. 4

SECTION-C

17. **Read the case study about communication and briefly answer the questions at the end.**

Ramakrishnan works as the Concierge at the Sheraton Hotel. Each day he greets guests, answers their queries, and arranges tours, transport and other activities for the guests while they are staying at the hotel.

Today Ramakrishnan has come to work with a splitting headache. He knows that he should have stayed at home but he has used up all of his sick leave days. He was hoping that today would be a quiet day because he was not in the mood to deal with too many queries. As he was resting his head on the front desk while sitting down, Lalita, a guest at the hotel came to his desk. She had heard all about the famous Flower Show and wanted to know how to get there. After breakfast she went up to the Concierge's desk and asked Ramakrishnan for his assistance. Ramakrishnan was not very attentive to Lalita's request for assistance. His head was pounding away and he wished she would go away. His face showed his annoyance as he gave her a brochure on Flower show and a map of the city, without uttering a single word. When Lalita asked him what tram to catch, he pointed to a Metro timetable.

Lisa was very annoyed by Ramakrishnan's lack of assistance and told him so, as she moved behind the desk to confront him. During Lalita's outburst Ramakrishnan picked up ringing telephone and turned his back on her, blocking her entry by placing his chair in front of her. Lalita couldn't believe Ramakrishnan's attitude and told him that she would take this matter up further with management.

Answer the following questions:

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| a. Identify Ramakrishnan's non-verbal communication (tone of voice, gestures, posture, eye contact, appearance, and use of personal space). | 5 |
| b. What parts of the Case Study give examples of poor communication? How? | 4 |
| c. Suggest ways in which this situation be rectified? | 3 |

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.