

CODE NO: R9-14/MBA

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA-I Semester Regular Examinations February -2010

BUSINESS COMMUNICATION AND SOFT SKILLS

Time:3hours

Max.Marks:60

**Answer any Five questions
All questions carry equal marks**

- 1.a) Why is communication so pertinent for good relationship and effective management?
- b) Indicate the critical difference between successful and ineffective communication.

- 2.a) Describe the elements of a technical report.
- b) Write a report to be submitted to the Chief Executive Officer, Corporation of Hyderabad on the enhancement and development of parks in Hyderabad.

- 3.a) What elements constitute the structure of a business letter? Discuss briefly each one of them.
- b) Write a complaint letter on the hold-up in the delivery of goods. You may devise the details.

- 4.a) It is essential in preparing for any formal interview that the preparation is done at an early stage, and the objects (s) of the examination is clearly identified. Elucidate on this statement.
- b) Elaborate on the importance of body language while attending an interview.

- 5.a) Answer the following questions
 - (i) What is meant by "readability"
 - (ii) What are the qualities of a well-written paragraph?
- b) Write short notes on :
 - (i) Interpretive reports
 - (ii) Organization of the material of a report.

- 6.a) What is the importance of written communication in an organization?
- b) Analyse the difference between written and oral communication. Do you agree that communication skills are an essential job requirement? Substantiate.

- 7.a) The content of a technical presentation is very important. How do you make it impressive and organized?
- b) What is meant by videoconferencing? Discuss on the technology uses in videoconferencing.

- 8.A) **Correct the following sentences.:**
 - (i) It feels very coldly in this room.
 - (ii) We should choose an economical, flexible, plan.
 - (iii) The price of the new products were reasonable.
 - (iv) Expecting a large crowd, extra chairs were provided by the management.
 - (v) The man liked meeting and to talk to people.

CONT...2

B) **Insert preposition or prepositional phrases:**

- (i) Always be prepared ----- the worst,
 (ii) Why do you stare me----- the face? It is bad manners to stare-----

 one in that manner.
 (iii) I am vexed -----him-----what he has done,
 (iv) Ratan is impressed----- that nation and he desires to impress it -----
 me..
 (v) The river ----- which I went to my brother's house about -----fish.

C.) **Write the correct form of the verb in the blanks.**

- i) No one can stop me from ----- what is right. (do)
 ii) We ----- (surprise) at finding you father there.
 iii) On hearing the news, the meeting----- (postponed)
 iv) She was congratulated on----- (win) the gold medal.
 v) I was afraid of ----- (bit) by the cobra.

D) **Find out the meanings for the idioms in the bold.**

1. He was **all ears** when his boss talked.
 a) Had big ears b) Listen carefully c) Deaf.
2. He is **a chip off the old block**.
 a) like his father b) Very unlike anybody c) hard as a block.
3. He is **thick in the head**.
 a) Like thick hair b) very intelligent c) Stupid
4. The bank robbers were **armed to the teeth**.
 a) cowards b) heavily armed c) exhausted.
5. His comments **threw a wet blanket on** the discussion.
 a) encouraged b) discouraged c) covered up.