

Code No:14**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA-I Semester Supplementary Examinations July 2010
BUSINESS COMMUNICATION AND SOFT SKILLS****Time: 3hours****Max.Marks:60****Answer any Five questions
All questions carry equal Marks**

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1. a) The significance of successful communication is considerable in the world of business and in personal life. Briefly explain the role of effective communication in both walks of life.
- b) Write short notes on the following:
 - i) non-verbal communication
 - ii) importance of pitch, clarity and tone in oral communication
 - iii) types of written business communication.
2. a) **Answer the following questions:**
 - i) What are the features of a formal presentation?
 - ii) How do Interviews play an important role in choosing the correct candidate for the organization? Explain the preparations required before attending an interview?
- b) **Write short notes on the following:**
 - i) Formal and informal interviews.
 - ii) Basic question asked and probable answers in an interview at the entry level.
 - iii) Use of visual aids in a presentation.
3. Is there a complete communication? What are the barriers to communication? Elaborate on any five of the barriers with relevant examples.
4. You are a sales representative for your company. Write a letter to the Managing Director of ABC Enterprises, introducing one of your new products or services. Be sure to give important details about your product/service.
5. a)
 - i) Elucidate on the elements of style in written communication.
 - ii) Differentiate between written and spoken communication in the light of a business organization.
- b) Write short notes on:
 - i) Use of concrete and specific words.
 - ii) Cliches and jargons.
 - iii) E-mail format and etiquettes.
6. You are the administrative officer of your organization and your employer is considering purchasing some new items of office equipment. Write a report recommending the equipment you think will result in greater efficiency and give reasons for your recommendations. You may invent any names, situations and machines, which you consider relevant to your report.

7. Write short notes on:
- Aspects of a technical report.
 - Types of technical presentations.
 - Features of effective writing.
 - Types of technical reports and their characteristics.
8. a) **Correct the following sentences:**
- Our members have been scape goated.
 - Anu is not to blame for this.
 - We did not make many mistake.
 - So many person came that we ran out of foods.
 - I went to the butcher's but I didn't buy some meat.
- b) **These sentences are not acceptable. Correct the following Indian expressions:**
- My car dashed against a truck.
 - I have to clear three papers in economics.
 - Sheela applied casual leave yesterday.
 - Ravi tore off the book in anger.
 - I am having a green sari with yellow flowers.
- c) **Insert the right form of the tense given in the bracket:**
- That dog _____ (bark) for three hours; I wonder if someone will call the owner.
 - I assumed you _____ (be) paying for the repairs until the end of last year.
 - I will _____ (study) French for three years by the end of this term.
 - The plumber and his assistant _____ (solder) all the new joins in pipes before they leave for the next job.
 - The toddlers _____ (run) around the school yard for ten minutes before the teachers shooed them back inside.
- d) **Choose the right meaning of the idioms:**
- "About time" means _____.
 - at the right time.
 - soon
 - at last.
 - "Across the board" means _____.
 - everyone or everything is included
 - to travel between countries
 - uninteresting
 - If something is "half baked", it's _____.
 - very useful
 - incomplete
 - unusual

- 4) To “Kick up a fuss” means to _____.
a. be honest
b. behave badly
c. have a good time.
- 5) To “put down” means to
a. an unkind remark
b. encourage of excite
c. fast or erratic movement.

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