PAPER ID-411847

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Subject Code: KMBN107

Roll No:

MBA
(SEM I) THEORY EXAMINATION 2021-22
BUSINESS COMMUNICATION

Time: 3 Hours *Total Marks: 100*

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

Attempt *all* questions in brief. (2 x 10 = 20)

Q. No.		Question	Marks	CO
1.	a	Define the term business communication.	2	1
	b	Enumerate the difference between code and content.	2	1
	c	Describe the role of clarity and brevity in written communication.	2	2
	d	Discuss electronic writing with at least one example.	2	2
	e	Ascertain the factors responsible for audience analysis in any presentation.	2	3
	f	Examine the difference between positive and negative messages.	2	3
	g	Explore the importance writing CVs in employment communication.	2	4
	h	Analyze two do's of group discussion.	2	4
	i	Explain how agenda can play a major role in planning in meeting	2	5
	j	Examine the role of the following: 1. Teleconference 2. Video Conference	2	5

SECTION-B

(15x2=30)

Q. No.2	Note: - Attempt Any 2 Questions.	Marks	CO
a.	**CASE ANALYSIS** Michael is an intern at a law firm. He is hired for a two-month internship programme which includes assisting advocates, interacting with their clients and attending court sessions. He did not use professional language and sometimes ended up being rude to his seniors. This created confusion and a communication block between him and the others in the workplace. Michael's non-verbal communication skills lacked miserably. His body language was off-putting, and he often gave off a negative vibe. Not only was he unable to solve given problems but he also lacked the ability to make decisions. However, after a few days, Michael's performance suffered greatly which led to inefficiency and client dissatisfaction. Upon examining Michael's work habits closely, the manager realized that he lacked interpersonal skills.		
b.	In order to improve Michael's interpersonal skills, analyse at least 10 tips to improve his work place communication skills?	15	2
c.	Keeping flow of communication in mind, classify what he should do for a better understanding and the emotional disposition of people for the conduction of smooth functionality at the workstation?	15	3
d.	Ascertain the circumstances where passive communication may be in your best interest, even though your needs may not be met?	15	3

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SECTION-C (5x10=50)

Q. No.	Question	Marks	CO
3	(a) Examine the term Communication and also differentiate between General and technical communication. OR (b) "In pyramidal hierarchy system in the organizational communication can be identified as vertical, horizontal and diagonal." Illustrate the statement with suitable examples.	10	1
4	(a) Examine the role of Coherence and Unity in the development of paragraph development in 3X3 writing process for business communication. OR (b) Suppose you wish to establish a Computer Lab in your department and for that, you require 50 computers there. Now write and illustrate a letter of enquiry to the HOD by inventing necessary detail yourself.	10	2
5	(a) Examine different Modes of Presentation. Discuss each one of them in detail with merits and demerits. OR (b) Explore the relevance of audio-visual support in presentation. Discuss different methods and techniques to make it effective.	10	3
6	(a) Analyse Interview skills. Suggest some Do's and Don'ts before, during and, after the interview. OR (b) One of your friends is going to appear in GD and he requires some tips from you. Examine and suggest to him some important tips.	10	4
7	(a) Your college has organized a Seminar on "Impact of Globalization on Indian Economy". Eminent speakers were invited and to give news coverage you want to write a press release. Assume information which is not given make a press release for the same. OR (b) Evaluate how to draft notice of the meeting keeping certain agendas in mind? Once a meeting is over how minutes of the meeting are prepared? Take an example and accordingly prepare notice of meeting as well as draft minutes of the meeting.	10	5

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