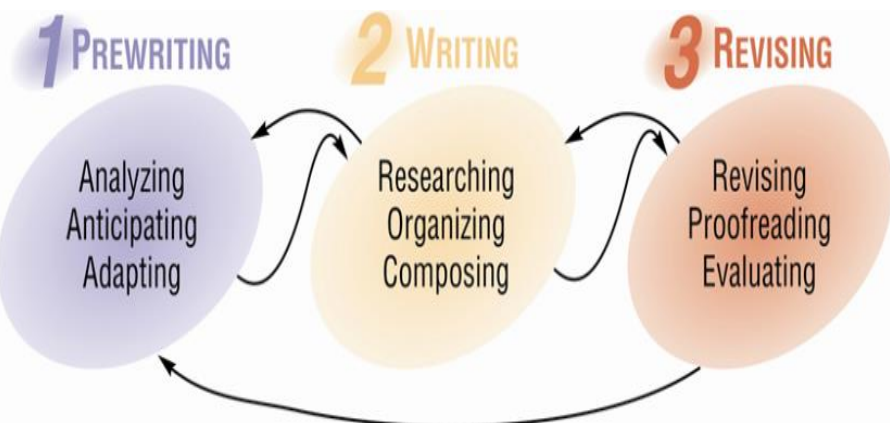


Internal Assessment Test - II

Sub:	Business Communication						Code:	22MBA16			
Date:	19.05.2023	Duration:	90 mins	Max Marks:	50	Sem:	I	Branch:	MBA		
								Marks	OBE		
									CO	RBT	
Part A -Answer Any Two Full Questions (20*02=40 Marks)											
1 (a)	What is a business letter and what are its different types?						[03]	CO3	L1		
Ans.	<p>A business letter is a professional, formal letter that is sent by one company to another. These letters can be used for professional correspondence between business clients, employees, stakeholders as well as individuals. Different forms of business letters :</p> <ul style="list-style-type: none"> • Sales Letters • Inquiry letters • Cover letters • Acknowledgement Letters • Complaint Letters • Bad news letters • Recommendation letters • Memos 										
(b)	Justify how the approaches of writing positive and negative messages are different.						[07]	CO3	L5		
Ans.	<p>Positive messages convey good news or work to establish good will, such as when announcing a new hire or confirming an agreement.</p> <p>Positive messages examples: claim acceptances and adjustments, invitations, invitation confirmations, appreciation messages, good news announcements, recommendation letters.</p> <p>Negative messages include messages where the audience is expected to react in a negative manner.</p> <p>Negative messages consist of bad news. In these messages, the sender’s goal is to convey the bad news in a manner that preserves the business relationship.</p>										

	<p>When the bad news is personally upsetting</p> <ul style="list-style-type: none"> • Negative news involves the receiver personally (e.g., refusal of a promotion request, rejection of a grant proposal, a layoff notice). • An organization makes a mistake that inconveniences or disadvantages a customer. <p>When the bad news will provoke a hostile reaction</p> <ul style="list-style-type: none"> • Message will irritate or infuriate the recipient. • Giving reasons before the bad news is likely to defuse and soothe. <p>When the bad news threatens the customer relationship</p> <ul style="list-style-type: none"> • Indirect presentation of bad news can salvage the customer bond. • Unfavourable news is revealed slowly and with reasons that explain it. <p>When the bad news is unexpected</p> <ul style="list-style-type: none"> • Readers who are totally surprised by bad news have more negative reactions. 			
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<p>(c) Ans.</p>	<p>Explain the 3 X 3 writing process.</p> 	<p>[10]</p>	<p>CO3</p>	<p>L2</p>
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The 3-x-3 Writing Process

1 Prewriting

Analyze: Decide on your purpose. What do you want the receiver to do or believe? What channel or form is best? Should you deliver your message in writing, orally, electronically, or graphically?

Anticipate: Profile the audience. What does the receiver already know? Will the receiver's response be neutral, positive, or negative? Use the direct method for positive messages; consider using the indirect method for negative or persuasive messages.

Adapt: What techniques can you use to adapt your message to its audience and the audience's anticipated reaction? Include audience benefits and the "you" view, as well as positive, conversational, and courteous language.

2 Writing

Research: Gather data to provide facts. Search company files, previous correspondence, and the Internet. What do you need to know to write this message? How much does the audience already know?

Organize: Group similar facts together. Organize direct messages with the big idea first, followed by an explanation and an action request in the closing. For persuasive or negative messages, use an indirect, problem-solving plan. For short messages, make quick notes. For longer messages, outline your plan and make notes.

Compose: Prepare a first draft, usually writing quickly. Focus on short, clear sentences using the active voice. Link ideas to build paragraph coherence.

3 Revising

Revise: Edit your message to be sure it is clear, conversational, concise, and readable. Revise to eliminate wordy fillers, long lead-ins, redundancies, compound prepositions, wordy noun phrases, and trite business phrases. Develop parallelism and consider using headings and numbered and bulleted lists for quick comprehension.

Proofread: Take the time to read over every message carefully. Look for errors in spelling, grammar, punctuation, names, numbers, and format.

Evaluate: Decide whether this message will achieve your purpose. Have you thought enough about the audience to be sure this message is appropriate and appealing?

2 (a) What is notice of a meeting?

Ans.

NOTICE OF MEETING

- issued by the person authorized to call the meeting – chairperson /secretary.
- Notification of the meeting – sent out at least 7-21 days before the meeting
- A notice should include the following details:

Notice of Meeting

The name of organization and the type of meeting being held e.g.: AGM, Committee Meeting, Operation Meeting etc.

The date, time and venue of the meeting.

If the notice is produced in a form of print letter or poster, it must be signed, and the sender's official position in the group will be indicated.

The date when the notice was issued.

[03] CO4

L1

(b) Explain what is a memorandum and how is it different from a business letter?

Ans.

A memo (also known as a memorandum, or "reminder") is used for **internal communications** regarding procedures or official business within an organization. Memos are usually meant as a mass communication to all members of an organization rather than a one-on-one personal message.

[07] CO4

L2

	<p style="text-align: center;">How is a Memo Different from a Business Letter</p> <ul style="list-style-type: none"> • They are almost always meant for circulation within the organization. • They are direct in style, and specific to the point. • They do not have salutations. • They do not have a complimentary closing. • They are used to convey communication that is not sensitive. • They have a format distinct from a letter. 			
(c)	What is a business report? Explain its various types.	[10]	CO4	L2
Ans.	<p>A business report is a document that offers information and analysis to help decision-makers form plans and objectives for the company.</p> <p>Writing a business report is to make essential information related to the company easily accessible to everyone in the company.</p> <ul style="list-style-type: none"> ○ Justification/recommendation report ○ Investigative report ○ Compliance report ○ Feasibility report ○ Research studies report ○ A periodic report ○ A situational report ○ A yardstick report 			
3 (a)	What is video conferencing?	[03]	CO5	L1
Ans.	Video conferencing is live, visual connection between two or more remote parties over the internet that simulates a face-to-face meeting. Video conferencing is important because it joins people who would not normally be able to form a face-to-face connection.			
(b)	Draft a one page resume of yours.	[07]	CO5	L6
Ans.	Students is expected to draft the resume following the mechanics of writing a CV/resume.			
(c)	Explain the different forms of technological advancements in business communication.	[10]	CO5	L2
Ans.	<p style="text-align: center;"><u>Technology Enabled Communication:</u></p> <p><u>Communication Networks:</u> A communication network is the pattern of directions in which information flows inside the organization. Channels of communication are either formal networks or informal networks. Formal networks follow the authority chain and are limited to task-related communications.</p> <p>Types of Communication Networks:</p>			

	<ol style="list-style-type: none"> 1. Local Area Network (LAN) 2. Metropolitan Area Network (MAN) 3. Wide Area Network (WAN) 4. Wireless 5. Inter Network (Internet) 			
	Part B - Compulsory (01*10=10marks)			
4. Ans.	<p>Compose a business proposal for sponsoring an upcoming annual event at your campus.</p> <p>Students is expected to draft the proposal following the mechanics of writing a business proposal.</p>	[10]	CO4	L6

Course Outcomes (COs)		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1:	The students will be aware of their communication skills and know their potential to become successful managers.									
CO2:	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.									
CO3:	Students will get exposure in drafting business proposals to meet the challenges of competitive environment.		1a,1b		1c, 4					
CO4:	The students will be introduced to the managerial communication practices in business those are in vogue.				2a,2b,2c					
CO5:	Students will get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis on analysing business situations.		3a,3b,3c							

Cognitive level	KEYWORDS
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

PO1–Theoretical Knowledge; PO2–Foster Analytical and Critical Thinking Abilities for data based decision making;
PO3– Develop Value Based Leadership; PO4 –Ability to Understand and communicate various business aspects to global; PO5 – Ability to lead themselves and others in the achievement of organizational goals contributing effectively to a team environment;
PSO1- Comprehend Contemporary features of Business Management Science and its administration
PSO2- Analyze and interpret the dynamic situations for making Business Management strategies
PSO3- Handle responsibility with the ethical values for all actions undertaken by them

CI

CCI

HOD