

First Semester MBA Degree Examination, Jan./Feb. 2023 **Business Communication**

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.

2. Question No. 8 is compulsory.
3. M: Marks, L: Bloom's level, C: Course outcomes.

			M	L	C
Q.1	a.	Give the meaning of Business Communication.	3	L1	CO1
	b.	Explain Communication process in detail.	7	L2	CO1
	c.	Enumerate different types of Communication.	10	L2	CO1
Q.2	a.	What is Conversational Control?	3	L1	CO1
	b.	Explain the process of Listening.	7	L2	CO1
	c.	Explain the advantages and disadvantages of Oral Communication.	10	L2	CO1
Q.3	a.	What do you mean by Business Letters?	3	L1	CO2
	b.	Explain the principles of effective writing.	7	L2	CO2
	c.	Explain the 3 × 3 writing process for Business Communication.	10	L2	CO2
			140		
Q.4	a.	What is Memo?	3	L1	CO2
	b.	Write a Thank You letter to your client for purchasing a product from your Company.	7	L3	CO2
	c.	Discuss the various components of Long Formal Report.	10	L2	CO2
		2.00	3	L1	CO3
Q.5	a.	What do you mean by Etiquette?	3	LI	003
	b.	Explain the process of Business Case Analysis.	7	L2	CO3
	c.	What is a CV? Write a CV of Your's in seeking a job from an employer of	10	L3	CO3
		your choice.			
Q.6	a.	Give the meaning of Press Conference.	3	L1	CO3
	b.	Explain different types of Non – Verbal Communication.	7	L2	CO1
	D.		1	1	

Q.7	a.	Define the term Negotiation.	3	L1	CO4
	b.	Explain the stages of Negotiation process.	7	L2	CO4
	c.	What is Technology enable Communication? Explain the different types of	10	L3	CO4
		Technology enabled Communication used in an Organisation.			
Q.8	CA	SE STUDY:			
£		On the state of th			
		0.3			
	5	Shilpa Corporation [SC] has recently embarked on a new kind of training.			
	Th	e Corporation is teaching many of its Employees – especially those in			
	ma	rketing and sales to make decisions on the basis of non - Verbal			
	Co	mmunication clues. For Nalini Varma, vice President of SC, focusing on non			
	- 1	Verbal Communication has become an important part of her inter – personal			
	dea	llings, several years ago, Varma became interested in how body movements			
	and	I mannerisms truly reflect what an individual is saying continually reading in			
	thi	s area of study, Varma has been able to make decisions about potential			
	em	ployees and potential customers by reading them. For example, Varma			
	bel	ieves that body language can give a person competitive advantages.			
	It o	can make the difference when closing the sale or in SC's case hiring new			
	En	ployees. For example, during interviews Nalini pays constant attention to			
	the	Job Candidates eye movements and mannerisms. She believes that she can			
	COI	rectly predict if the Candidate will be an aggressive sales person while			
	sin	aultaneously being personable and friendly. How does she so this? She does			
	thi	s by looking at their eyes and the way they present themselves.			
	ln	one case, a hiring decision came down to the people. The first Candidate			
	nev	ver looked Nalini in the eye, leaned back in his/her chair and crossed both /her legs and arms. The first Candidate demonstrated the Communication			
	his	other legs and arms. The first Candidate denonstrated the Communication lls that Varma found aligned with successful performance in her			-
	SKI	ganisation. Nalini Varma is convinced that non – Verbal Communication can			
	olo	y a significant role in helping her Organization achieve its annual sales goals			
	pia	sonally. She has found that it has helped quality costumes for example, even			
	the	ugh a notential customer says "Yes" with his/her arms and legs crossed			
	em	ugh a potential customer says "Yes" with his/her arms and legs crossed phatically, it means state "No" understanding this, Varma is in better			
	no	sition to probe further into the possible objectives the customer has, she			
	for	and that, in many cases, she is able to steer the conversation in an direction			
	tha	t ultimately leads to successfully closed a sale. And that is a major			
		npetitive advantage.			
	Qu	estions :			
		63			
	a.	What problems can Varma encounter by her heavy reliance on non -	10	L3	CO
		Verbal Communication?			
	b.	What Communication guidance would you give to Varma and Individuals			
		like her who place an inordinately high value on body language? Explain	10	L3	CO
		your position.			
	1	1.00			
