

M.B.A. (GEN.) SEM-I / M.B.A.(HR) SEM-I (2016 Course) CBCS :

SUMMER - 2019

SUBJECT: BUSINESS COMMUNICATION

Day: Saturday
Date: 04/05/2019

S-2019-2185

Time: 10.00 AM TO 01.00 PM
Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answers to Both the sections to be written in **SAME** answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: Attempt ANY ONE (10 Marks X 1 = 10 Marks)

- a) 'Effective communication is the key to succeed in personal and professional life.' Justify this statement with a suitable illustration.
- b) Explain the strategies for improving organizational communication.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

What is the purpose of a Memo? Write a memo informing the Office Manager about the purchase of office chairs

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

Discuss how technology has enabled communication to be more effective with special reference to teleconferencing and email.

Q.4) Answer the following: Attempt ANY ONE (10 Marks X 1 = 10 Marks)

- a) Explain how participation in debates and quiz will enhance an individual's communication skills.
- b) Draft a letter of Invitation for interview. Make the necessary assumptions.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Elements of the communication process
- b) Formal Vs Informal Communication
- c) Effective email writing
- d) Merits and demerits of oral communication

SECTION - II

Q.6) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

- a) CASE STUDY

Mr. and Mrs. Basu went to Woodlancl's apparel section to buy a pullover. Mr. Basu did not read the price tag on the piece he had selected. While making the payment, he asked for the price at the counter. The answer was "Rs. 950" meanwhile , Mrs. Basu,, who was still shopping, came back and joined her husband. She was glad that he had selected a nice black pullover for himself. She pointed out that there was a 25 percent discount on that item. The person at the billing counter nodded in agreement. Mr. Basu was thrilled to hear that" that

means the price of this pullover is just Rs.645 that's fantastic", said Mr. Basu. He decided to buy another pullover in green. In no time, he returned with the second pullover and asked the salesperson to pack both. When he received the cash memo for payment, he was astonished to find that he had to pay Rs. 1,900 and not Rs. 1,290 as he had expected. Mr. Basu could hardly reconcile himself to the fact that the salesperson had first quoted the discounted price that is Rs. 950. But original price printed on the price tag was Rs. 1,225.

Questions :

- 1) Identity the three sources of Mr. Basu's information about the price of the pullover.
- 2) Discuss the main filter involved in this case.
- 3) What should Mr. Basu have done to avoid the misunderstanding?
- 4) Who is to blame for this communication gap? Why?

- b) "Time" is one of the most vital aspects of non verbal communication. Do you agree? Justify.

Q.7) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

- a) Draft a reply to customer complaint regarding delayed delivery. Explain the reasons for delay. Make the necessary assumptions.
- b) State the importance of effective team communication in motivating a team for successful achievement of goals.

Q.8) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

- a) You are the administrative officer of your organization. Your employer is considering purchase of some new printers. Write a report recommending the printers that you think will be suitable.
- b) As a HR Manager, draft a letter offering employment to Mr. Ajay Singh for the post of Marketing Executive with response to his interview in your company
