

Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

MBA / MBA (IB) (2012 & Onward) (Sem.-1)

BUSINESS COMMUNICATION

Subject Code : MBA-106

Paper ID : [C0106]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
- 2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying EIGHT marks.**

SECTION-A

- Q1. Discuss various ethical considerations for business communication.
- Q2. Explain the 7 Cs model of business communication.
- Q3. Discuss the role of training eye and training mind in effective reading.
- Q4. What are the different barriers to effective listening?
- Q5. Discuss the four Ps of effective presentation.
- Q6. What is the format and structure of a Press Release Report? Draw its draft also.

SECTION-B

UNIT-I

- Q7. Discuss various barriers to communication. How communication can be made effective?
- Q8. Discuss different types of communication.

UNIT-II

- Q9. What is effective reading? Discuss different strategies for developing effective reading habits.
- Q10. What is the importance of listening? Discuss various components of effective listening.

UNIT-III

- Q11. What is the art of public speaking? What are the different considerations while communicating with public at large?
- Q12. Discuss the various social and cultural factors affecting communication. Also discuss various guidelines for better multi-cultural communication.

UNIT-IV

- Q13. What are the different factors to be considered while preparing for an interview? Also, discuss the role of body posture in an effective interview.
- Q14. What is the importance of group discussion? Discuss the guidelines for effective group discussion.

SECTION-C

Q15. Case Study :

Naresh Sharma is the manager of the Ajanta Footwear at Agra. In the footwear industry a solution for pasting the shoe soles is used. This solution is very expensive but there is another reason for which it is handled with a lot of care- it dries up fast. Hence it has to be ordered in bulk, but in small containers.

As the consumption per day is 20 kg, a container of 100 kg is ordered for a week's consumption, *i.e.* five working days. After five days of opening the unused portion has to be thrown away as it dries up.

Naresh Sharma asked the purchase department to order Eight 100 kg containers as the solution was expected to be in shortage during the peak season of shoe making industry. Also there was a huge, important export order in hand where there could be no compromise on the delivery date. There were orders for shoes that would not take more than eight weeks.

The manager, Naresh Sharma was leaving for an important meeting with a client at Mumbai, so he told the purchase manager over the phone to order Eight 100kg of solution to be delivered by the next morning and it was to be handed over to the manufacturing department without any delay.

Well Eight 100 Kg containers were ordered on phone. The supply manager of the PVC Solutions confirmed the number of containers on the phone again, he was told 'Eight'. The next morning the order was delivered. When the Bill copy came to the Accounts they were shocked to see the amount.

The order that was delivered was Eight 800 Kg containers. The order could not be returned and could not be consumed as well. The solution was going to be there for 64 weeks, lying uselessly as a dead investment till further orders were received.

Questions :

- a. Compare and contrast the advantages of Oral & Written communication
- b. Compare and contrast the limitations of Oral & Written Communication.
- c. *'A good system of communication makes use of both oral as well as written means of communication'*. Comment.
- d. *'Both oral as well as written means are indispensable'*. Explain with examples.