

Roll No.

Total No. of Pages : 02

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

INSTRUCTION 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 and student has to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.**

SECTION-A

1. **What is communication? Give its process.**
2. **What are the barriers to effective classroom listening?**
3. **How the social and cultural factors influence communication?**
4. **What are the differences between circulars and notices?**
5. **What are the specifications of writing the agenda?**
6. **What is the difference between Verbal and Non-verbal communication?**

SECTION-B

UNIT-I

7. **What are the types of communication? Give the advantages and disadvantages. What are the different channels of communication?**
8. **Explain the meaning and importance of communication. How to overcome barrier in the communication?**

UNIT-II

9. What is the importance and purpose of listening? How can you improve listening skills?
10. How can we develop effective Reading Habits? Write a note on training eye and training mind techniques.

UNIT-III

11. Give the similarities and dissimilarities between face-to-face communication and telephone talk.
12. What do you mean by departmental communication? What is the need and different types of letters used in an organization?

UNIT-IV

13. What is the nature, uses and importance of group discussion? What are the various guidelines for group discussion?
14. What is the importance of Non- Verbal communication during interviews? What are the steps to succeed in interviews?

SECTION-C

15. Case Study :

Mr. John Hauser president of A&E Education in Germany visited a management institute in Chennai. After an informal meeting with the principal director, they moved to a large seminar hall equipped with a multimedia projection system. Jon proposed to give a presentation on his learning Management System Model. He spoke for about 40 minutes, covering the worldwide processes of educational administration and e- management. His presentation used power point and visually supported by graphic data- charts, graphs and diagrams,. At places, he was difficult to follow because of the unusual accent in which English is spoken by German. However, the elaborate visual aids helped him put his point across successfully. The power point slides were in the form of bullet points outlining the structure of the presentation.

During the discussion of at the end of John's presentation, the principal director opined that the international model discussed would need to be customized with specific local content, and went on to share his own software model of learning management system. John appreciated the new insight and they agreed to collaborate and integrate the models for marketing the software to educational institutions across India.

Questions

1. Does the size of venue affect the quality of presentation?
2. Discuss the benefits of using PowerPoint and visual aids when giving a presentation to a foreign audience.
3. What were John's presentation objectives? Was he successful in achieving them?