

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

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. You are incharge of the customer care centre in General Motors Ltd. You received a letter from a car owner who is not satisfied with the fuel efficiency of his car and is planning to move to Consumer Court. Draft a letter consoling the customer and requesting him not to move to the Consumer Court; and also suggesting him the ways of increasing the fuel efficiency of the car.
2. How does downward communication differ from horizontal communication? Discuss.
3. What are the essentials for conducting an effective public relations? How can different aspects of non-verbal communication support the conduct of such a meeting?
4. What are the different types of commercial letters? Give a draft of any one of them.
5. What do you understand by the term 'Kinesics'? Exemplify.
6. Explain with examples the strategies followed for effective reading of a document.

SECTION-B

UNIT-I

7. What is communication model? Discuss the one-way and two-way communication models.
8. Distinguish between the verbal and non-verbal forms of communication. Give examples.

UNIT-II

9. What is the importance of listening in communication? Write about the principles of effective listening.
10. Elucidate the various barriers to effective reading. What are the factors responsible for effective reading?

UNIT-III

11. Why public speaking is more difficult as compared to interpersonal speaking. Explain the strategies to reduce the stage phobia and enhance the public speaking delivery.
12. Draft a press release announcing the launch of a new company.

UNIT-IV

13. How can the differences between two cultures draw people closer to each other? List the guidelines to be kept in mind for effective multicultural communication.
14. What do you mean by report? Explain its types. Discuss the contents a business report should include.

SECTION-C

15. **Analyze the following case study and answer the critical thinking questions at the end of the case :**

Ken worked in a research department for a year as a researcher and he was laid off as the entire department was closed due to recession. He decided to meet the CEO for a possible outplacement as the organization had several other departments to accommodate him. However the secretary of the CEO, Diana did not permit Ken to meet by saying that CEO was busy. Ken returned without meeting the CEO. He got better employment opportunity elsewhere and joined. Ken, being a researcher, wrote an article for an international journal while working in the research department. It was published after 9 months and received complimentary copies from the publisher. Therefore, Ken wanted to share the successful publication with his former CEO and went to meet him to gift the book as a complimentary copy. Below was the conversation Ken had with the secretary of the CEO.

Ken: I would appreciate if you could arrange an appointment with CEO. I want
(Secretary interrupted)

Secretary: Why did you come? We had already handed over your resume to Jim for outplacement. You may go now.

Ken: I did not come for employment opportunity. Don't assume that people would come here for employment only. I have come to gift a complimentary copy where my article featured in international journal. The CEO would be glad to share the success.

Secretary: No, No, the CEO sees everything and knows everything as every article publication is known to him.

Ken: It is not departmental journal. It is a prestigious journal globally and I want to inform him and gift the book.

Secretary: "You will not get appointment. The CEO is busy" said firmly.

Ken: I anticipated that CEO would be busy and I have already written the details of my name over the complimentary copy.

Secretary: Okay, leave it and go. (She said impolitely and started looking here and there)
Ken handed over the complimentary copy to Secretary.

Ken: Fine, please hand over to CEO. I am leaving the place. However, I will send an email to CEO about my coming physically to gift the book. (Secretary probably worried as the Ken had already mentally prepared to send the email and keep the CEO informed. If Secretary had any intention to skip handing over the complimentary copy, CEO will know as Ken would send mail.)

Ken handed over the complimentary copy to Secretary and departed the office. He sent an email to his ex-CEO about his coming and he could not meet as the latter was busy with his schedules. After 5 hours, the Secretary telephoned Ken and said firmly, "CEO told to return the book to you. You come and take the book back."

Ken replied, "It is the complimentary copy meant for the CEO only". Secretary insisted to take back the book immediately. Ken told Secretary to courier and he was about to give his address. Secretary interrupted Ken's conversation and replied, "No we don't send you through courier. You have to come and take." Ken responded politely, "Right now, I am* far away from that place. When I come to that area I would take back the book."

The very next day, Ken received email from his ex-CEO congratulating Ken for the publication and thanked for coming all the way to gift the book. Ken felt excited that his ex-CEO was pleased with publication.

Questions :

- a. What communication barriers were witnessed in the above case study?
- b. Was the Secretary right in avoiding Ken?
- c. Was it right for Secretary in insisting on Ken personally taking back the complimentary copy?
- d. Give suggestions for making the conversation as an effective piece of business communication.