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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. What are essentials of effective communication?
2. Discuss various strategies which can be adopted by an individual to improve his/her reading skills.
3. Write a press release announcing a merger of your company with an MNC from Mauritius.
4. Discuss role of non verbal cues in communication.
5. Discuss ethical constraints in a communication process.
6. Discuss various factors which affect choice of a media of communication.

SECTION-B

UNIT-I

7. What is the importance of communication in modern day business? Illustrate process of communication while highlighting the various reasons for noise.
8. What is audience analysis? Discuss the process of audience analysis. How does audience analysis help in improving communication?

UNIT-II

9. Discuss the process of listening while highlighting the barriers and strategies to overcome these barriers.
10. You are a soft skills trainer. Design a program to improve reading skills of your students.

UNIT-III

11. Draft a notice highlighting the important of punctuality and adhering to lunch timings; to streamline work in your department.
12. What are various social and cultural influences of communication? What are points a manager should consider while doing multicultural communication?

UNIT-IV

13. Illustrate essential components of a handout of your presentation in a seminar.
14. Write short notes on following :
 - a. Characteristics of a good resume
 - b. Compare and contrast case method in training a manager with other traditional methods.

SECTION-C

15. CASE STUDY :

TO : All New Sales Reps : Old and New in Years

FROM : Tripti Bhatia, Manager

DATE : August 15, 2013

SUBJECT : Training

Dear new staffers, both old and new in years :

I would like to welcome you mates aboard my ship. Training begins soon and I want to let you know that with my guidance and your whole-hearted attention, we will have smooth sailing in no time at all. Unlike the last group of new staffers who were dumber than a box of rocks, I hand picked you all and I know you will do great because the light bulb is on above your head.

My training program is based on the Indian Computer Associations most recent handbook, published two years ago. No fears; you all will do fine, especially you younger ones who can think on your feet. You single people who have flexible schedules due to your lack of family commitments are in for a lot of overtime if you want it.

The meeting begins at 8:00 a.m. sharp, not 8-ish. Be on time. I gave the last old timer so much trouble he left here with his hair on fire and his backside catching.

It is sink or swim now!

Thom

Question :

Revise the memo to promote credibility and convey goodwill.