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Total No. of Pages: 02

Total No. of Questions: 15

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

BUSINESS COMMUNICATION

M Code: 49006

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 have 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 students have 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 do you understand by the term ‘Communication’?
2. Discuss the limitations of email as a form of formal communication.
3. What is art of listening?
4. What is Feedback? Explain.
5. What is a Circular?
6. What is an Agenda?

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. Discuss the ethics for business communication.

Unit II

9. What are effective reading habits? Explain in detail.
10. Why listening is difficult than speaking? Elaborate.

Unit III

11. What are the different types of communication you come across everyday? Discuss.
12. Elaborate in detail the principles of Letter writing.

Unit IV

13. Discuss the four Ps of Presentation in detail.
14. Explain the major components of a report.

SECTION C

15. Read the following case study and answer the below mentioned questions:

Mr. X. is a 77 year old man who was admitted to the ICU, 12 days ago after surgery for a perforated ulcer. Within 48 hours of surgery, he developed some infection and remains ventilator dependent. His surgical wound is not healing well. In the last several days, his creatinine has been rising and urine output falling. The surgeon visits daily before 7 AM but has not spoken directly to the family since day one, when he reported that the surgery went well. The admitting intensivist (now off service) spoke briefly to the family – the patient's wife of 60 years, and his adult son - on Day 3 of the ICU stay about the status at that time. A nephrologist who saw the patient yesterday told the wife that he had been consulted to provide dialysis. At today's ICU rounds, the current ICU attending predicted that the patient may die in the hospital, but this was not discussed with the family.

The wife has asked several times for reassurance that her husband will ultimately be able to return home with her. The son, who often accompanies his mother during visiting hours, seems angry with the physicians caring for his father. An ICU family meeting attended by the ICU attending physician, the patient's designated nurse, the wife and the son, is held to discuss goals of care. The family has been insisting that everything should be done.

1. Discuss the case from the view point of communication. What do you think the problem is? Examine the case in detail.
2. If you were asked to convene the meeting with the family, what would have been your communication strategies? What would you have suggested to the ICU people and to the family? Discuss in detail.