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Total No. of Pages : 03

Total No. of Questions : 10

MBA / MBA (IB) (Sem.-1)
BUSINESS COMMUNICATION FOR MANAGERIAL
EFFECTIVENESS

Subject Code : MBA-107-18

M.Code : 75408

Date of Examination : 22-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students has to attempt **ALL** questions.
2. **SECTION-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 consist of **ONE** Case Study carrying **TWELVE** marks.

SECTION-A

1. Write short notes on the following :

- a) What is the primary objective of business communication?
- b) Compare Interactive and Transactional Models of Communication.
- c) Explain the significance of audience adaptation in business communication.
- d) What are the various information gathering options available to managers?
- e) Explain the term "Glossophobia".
- f) "*Just A Minute (JAM) Sessions are one-minute impromptu speeches*". Comment.
- g) Discuss the importance of transparency in employment messages.
- h) Why role play is important in communication?

SECTION-B

UNIT-I

2. Effective communication is crucial for managerial effectiveness in business organizations. Discuss the communication process, highlighting its key elements and explaining how a well-structured communication process contributes to better managerial outcomes.
3. Discuss in detail, the impact of social networking technologies on business communication and its role in enhancing managerial effectiveness.

UNIT- II

4. "*Effective communication is contingent upon situational awareness and adapting messages accordingly*". Do you concur with this statement? Provide insights into how analyzing the situation influences communication outcomes.
5. Discuss the challenges managers face in ensuring clarity and precision in email communication. How can managers avoid miscommunication and foster effective email exchanges within the organization?

UNIT- III

6. How does group discussion contribute to successful business communication? Explain Do's and Don'ts of Process of Group Discussion.
7. "*Appropriate vocal cues enhance the impact of your business presentation*". Discuss this statement with suitable examples.

UNIT- IV

8. "*A well-designed employment strategy is the foundation for building a skilled and motivated workforce*". Elucidate this statement.
9. **Write detailed notes on :**
 - a) Interviewer-Interviewee relationship
 - b) Simulation games.

SECTION-C

10. Case Study: Read the case and answer the following questions :

Read the case study about communication and briefly answer the questions at the end. Ramakrishnan works as the Concierge at the Sheraton Hotel. Each day he greets guests, answers their queries and arranges tours, transport and other activities for the guests while they are staying at the hotel. Today Ramakrishnan has come to work with a splitting headache. He knows that he should have stayed at home but he has used up all of his sick leave days. He was hoping that today would be a quiet day because he was not in the mood to deal with too many queries. As he was resting his head on the front desk while sitting down, Lalita, a guest at the hotel came to his desk. She had heard all about the famous Flower Show and wanted to know how to get there. After breakfast she went up to the Concierge's desk and asked Ramakrishnan for his assistance. Ramakrishnan was not very attentive to Lalita's request for assistance. His head was pounding away and he wished she would go away. His face showed his annoyance as he gave her a brochure on Flower show and a map of the city, without uttering a single word. When Lalita asked him what tram to catch, he pointed to a Metro timetable. Lalita was very annoyed by Ramakrishnan's lack of assistance and told him so, as she moved behind the desk to confront him. During Lalita's outburst Ramakrishnan picked up ringing telephone and turned his back on her, blocking her entry by placing his chair in front of her. Lalita couldn't believe Ramakrishnan's attitude and told him that she would take this matter up further to the management.

Answer the following questions :

- a) Identify Ramakrishnan's non-verbal communication (tone of voice, gestures, posture, eye contact, appearance and use of personal space).
- b) Which parts of the Case Study give examples of poor communication? How?
- c) Suggest ways in which this situation can be rectified?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.