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Total No. of Pages : 03

Total No. of Questions : 10

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

Subject Code : MBA-107-18

M.Code : S75408

Date of Examination: 24-01-2025

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 briefly:

- a) What are the different elements of communication?
- b) What do you understand by business etiquette?
- c) Group Discussion
- d) Crafting messages for electronic media.
- e) Non-verbal Communication
- f) Interviewer - interviewee relationship.
- g) What is Feedback? Explain.
- h) State the mechanics of Proposal Writing.

SECTION-B

UNIT-I

2. Discuss in detail the seven C's of effective business Communication along with barriers in the communication environment.
3. What is the importance and purpose of listening? How can you improve your listening skills?

UNIT-II

4. What are different strategies to improve the writing process? Discuss Information-gathering and organization skills.
5. Enumerate the structure of a good project proposal with its headings, contents, objective, coherence, and presentation. While drafting a proposal, what technicalities should be kept in mind?

UNIT-III

6. Describe the principles of oral presentations. What are the desirable presentation skills required while making the presentations?
7. Discuss in detail the feedback systems and how they can be used to improve communications.

UNIT-IV

8. What is the basic structure of a resume? What are the broad guidelines for preparing for an interview.
9. Highlight the importance of Role playing and simulation games as a tool of experiential learning.

SECTION-C

10. **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.

Lisa 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 with management.

Answer the following questions:

- i. Identify Ramakrishnan's non-verbal communication (tone of voice, gestures, posture, eye contact, appearance and use of personal space).
- ii. What parts of the Case Study give examples of poor communication? How?
- iii. Suggest ways in which this situation 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.