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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: 23-12-2024

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) Discuss the characteristics of effective business communication.
- b) Explain the importance of non-verbal communication.
- c) Discuss the benefits of using brief messages in business communication for managers.
- d) *"Balancing honesty and diplomacy is key in communicating negative messages"*. Comment.
- e) Differentiate between oral and online presentation.
- f) What is individual presentation in business communication.
- g) *"Follow-up communication plays a vital role in managerial effectiveness"*. Comment.
- h) How are simulations used in business?

SECTION-B

UNIT-I

- 2) *"Communication models play a significant role in enhancing managerial effectiveness in business"*. Comment and discuss various communication models and explain how they aid in facilitating effective communication within organizations.
- 3) Identify and elaborate the major barriers in the communication environment within business organizations. Discuss how these barriers hinder effective managerial communication and decision making processes.

UNIT-II

- 4) *"Positive messages play a pivotal role in creating a motivating work environment"*. Do you agree with this statement? Elaborate on how positive messages can improve employee morale and job satisfaction.
- 5) *"Effective communication through electronic media demands careful attention to language and tone"*. Elaborate this statement.

UNIT-III

- 6) Discuss in detail feedback systems and how they can be used to improve communications.
- 7) Discuss the essential features of an online presentation to a larger audience. How can the presentation be enhanced using visual aids?

UNIT-IV

- 8) Do you agree with the statement that *"strong business communication skills can significantly impact a candidate's chances of success during the application and interview process for managerial roles"*? Discuss with relevant examples.
- 9) Discuss in the detail the planning, writing and completing one's resume.

SECTION-C

- 10) **Case Study: Read the case and answer the following questions :**

The vice-president of a company was being given a farewell by the employees with whom he had worked for more than 25 years. Camaraderie, reflections, sharing of thoughts and memories, lots of wine, and plenty of food could sum up the mood of the

party. The CEO walked in to join the party and he was soon requested to deliver a short speech looking at the mood and the spirit of the occasion. The CEO, an eloquent speaker, stood up and delivered a great speech, marked with touches of gentle humor, about life after retirement, what the vice-president meant to the company and to him personally, how he had reached such heights and yet never compromised his values, and that his exist would be difficult space to fill in. As the CEO spoke, all eyes were fixed on him. Most employees were serious, watchful and paying full attention. Some were clearly indifferent. A few proactive listeners, however, enjoyed every bit of what the CEO said which was quite evident from their body language. Their smiling faces, twinkling eyes, and occasional head nods, in agreement with what the speaker said, were indicative of their level of involvement and enjoyment. In other words, they had turned themselves to whatever the CEO was saying.

However, midway through his speech, the CEO sense that his speech was becoming a little too stretched, he cut short his speech and wished the vice-president all the good health and peace.

Answer the following questions :

- a) Did everybody receive the message the same way? Why?
- b) How should a CEO approach his speech preparation for such an occasion?
- c) How do listening skills differ according to place, person and time? Explain in the context of the above situation.

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.