

Roll No.

Total No. of Pages : 03

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MBA / MBA (IB) (Sem.-1)

BUSINESS COMMUNICATION FOR MANAGERIAL EFFECTIVENESS

Subject Code : MBA-107-18

M.Code : 75408

Date of Examination: 17-01-2026

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. Define Business Communication.
- b. What is non - verbal communication?
- c. What are advantages of using emails for business communication?
- d. What do you mean by glassophobia?
- e. What do you mean by adapting to the audience?
- f. What are the characteristics of a good message?
- g. What are the features of Just-A-Minute Presentation?
- h. What is the meaning of role play?

SECTION - B

UNIT - I

2. Highlight the various steps involved in the communication process. Explain with illustrations.
3.
 - a) Outline the growing importance of social networking technologies in business communication.
 - b) Describe the pivotal role of listening in communication.

UNIT - II

4. Describe the three-step writing process, with illustrations.
5. What factors should be kept in mind while crafting messages for electronic media? Elaborate.

UNIT - III

6. Highlight important considerations while designing and delivering oral presentations.
7.
 - a) What are features of a good group discussion?
 - b) What are essential features of group presentations?

UNIT - IV

8. Outline the characteristics of a good resume. What factors should be kept in mind while planning, writing and completing a resume?
9. Explain the various strategies to be pursued while appearing in an interview. Give examples in support of your answer.

SECTION - C

10. Read the Case and Answer Questions based on it :

GlobalTech Solutions, a multinational IT firm, organized a virtual strategy meeting involving teams from India, Germany and Japan. Priya, the project manager from India, led the session with a detailed PowerPoint presentation. She spoke quickly, using technical jargon and regional idioms that were familiar to her Indian colleagues but confusing for the others.

While the German team members preferred a structured and fact-based approach, they found the presentation too informal. Meanwhile, the Japanese team members remained silent, not wanting to interrupt or question openly—partly due to cultural norms around hierarchy and respect. Priya assumed their silence meant agreement and moved forward with implementation plans.

A week later, issues arose. The German team requested a revised plan with clearer timelines, while the Japanese team privately expressed concerns about feasibility. The communication gaps had led to misunderstandings, project delays and frustration. In a review meeting, the company's HR advisor highlighted the communication process and stressed the importance of active listening, cultural sensitivity and adjusting communication styles to suit global teams. Priya acknowledged the feedback and began using simpler language, inviting questions and checking for understanding more frequently.

Questions :

- a. What barriers to communication were present in this case?
- b. How did Priya's communication style impact the global team?
- c. Why is listening especially important in cross-cultural settings?
- d. What could Priya have done differently during the initial meeting?

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.