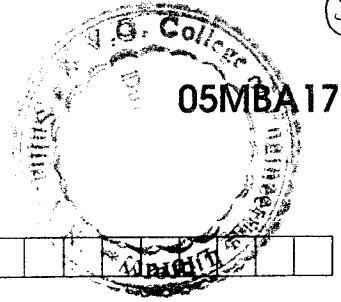


**NEW SCHEME**

Reg. No. 

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**First Semester M.B.A Degree Examination  
December 2005/January 2006  
Master of Business Administration  
Business Communications**

Time: 3 hrs.)

(Max.Marks : 100)

**Note:** 1. Answer any FOUR full questions from 1-7.  
2. Question No. 8 is compulsory.

1. (a) Define communication. (3 Marks)  
 (b) Explain the process of communication with a neat diagram. (7 Marks)  
 (c) Explain non-verbal communication. Bring out the importance in the organization. (10 Marks)
2. (a) Explain internal and external communication. (3 Marks)  
 (b) What do you mean by verbal communication? Bring out the characteristics. (7 Marks)  
 (c) HLL has advertised for the post of marketing manager. Draft an application and your resume, assessing that you are Mr. Vivek. (10 Marks)
3. (a) What do you mean by coherence? (3 Marks)  
 (b) Explain the principles of effective written communication. (7 Marks)  
 (c) How do you analyse the task while you are preparing the oral presentation? (10 Marks)
4. (a) What do you mean by a report? How is it useful in business? (3 Marks)  
 (b) Explain different types of typical business reports. (7 Marks)  
 (c) Imagine that you are the secretary of MBA dept. association. Draft an annual report of the activities conducted in your association and submit it to your director Mr. Revankar, ABC college of management studies, Bangalore. (10 Marks)
5. (a) Which are the four zones for social interaction? (3 Marks)  
 (b) Explain different steps to be followed while conducting a meeting. (7 Marks)  
 (c) What do you mean by a sales letter? Imagine that you have launched a new refrigerator which has got high efficiency and built in style. Write a press-release for this product, addressing to Times, Bangalore-10. (10 Marks)
6. (a) Explain circular letter and memoranda. (3 Marks)  
 (b) What do you mean by minutes of meetings? Draft minutes of the recent meeting held at Ramlal Cooperative Society New-delhi - 15. (7 Marks)  
 (c) Explain modern methods of communication which is used in the business fields. (10 Marks)

Contd.... 2

7. (a) What do you mean by complaint and adjustment letters? (3 Marks)
- (b) How do visual-aids help to make effective presentation? (7 Marks)
- (c) Write short notes on the following :
- |                       |             |
|-----------------------|-------------|
| i) Interviews         | ii) Seminar |
| iii) Press conference | iv) Agenda  |

(10 Marks)

## 8. CASE ANALYSIS :

In Hyderabad a maintenance employee of the Brigade constructions co. asked for three months leave of absence for personal reasons. The request was granted because it was in accord with the company and union policy. A few weeks later, Mr. N. Sudheer the industrial relations manager of the Brigade Constructions heard by grapevine that Mr. Raju actually had taken his leave to work on a construction project in another part of the state. The report was that Mr. Raju needed some extra money and he had taken this job in order to earn contract construction wages as an electrician because these wages were nearly twice those earned on his regular maintenance job.

The act of taking leave for personal reasons, with the hidden purpose of working for another employer during the leave period was contrary to the labour contract and the penalty for this could be dismissal. After investigation to determine that the grapevine probably was correct. Mr. N. Sudheer prepared a notice of hearing concerning dismissal action to be mailed to Mr. Raju at his local address where his wife and children remained. The letter of notice was dictated by Mr. Sudheer on Monday morning.

The same night Raju called Sudheer at his home, saying that he had heard that the notice was being prepared and that he felt there was misunderstanding. He said that his action was acceptable under the contract but if it was not acceptable, he wanted to return immediately, because he didnot want to give up his permanent job.

When Sudheer pressed him to learn how he know about his pending dismissal notice, Raju said that his wife had called him that evening telling him that at the local super market the mother of their son's friend had told her about the pending dismissal order.

Questions :

- (a) Is there any evidence in this case that both management and employees use the grape-vine for their benefit? Discuss.
- (b) Assume grapevine facts are as follows :  
 "Sudheer's secretary told a fringe benefit clerk about the dismissed notice, the clerk not realizing the information might be confidential told someone else". If you were Sudheer would you try to suppress grapevine leaks of this type? How?
- (c) After Raju's Telephone call, what action should Sudheer take? Discuss.
- (d) Explain various uses and disadvantages of grapevine in the organization. (20 Marks)

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<b>NEW SCHEME</b>
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**First Semester MBA Degree Examination, July 2006**  
**Master of Business Administration**  
**Business Communication**

Time: 3 hrs.]

[Max. Marks: 100

**Note: 1. Answer any FOUR full questions from 1 to 7.**  
**2. Question 8 in compulsory.**

- 1
  - a. Explain the purpose of communication. (03 Marks)
  - b. Analyse the different stages of a negotiation process (07 Marks)
  - c. Discuss the 3×3 writing process for business communication. (10 Marks)
  
- 2
  - a. What is coherence? (03 Marks)
  - b. Explain the different types of business letters. (07 Marks)
  - c. Briefly explain the characteristics of communication. (10 Marks)
  
- 3
  - a. What is effective listening? (03 Marks)
  - b. Explain the principles of effective writing. (07 Marks)
  - c. Visvesvaraya Technological University-Post graduate center has advertised for the position of "Lecturer" for their MBA programme. Draft an application and your resume. Assume you are Ms. Anita. (10 Marks)
  
- 4
  - a. Differentiate between press-release and press-conference. (03 Marks)
  - b. What are the different barriers of communication? (07 Marks)
  - c. Explain the different steps involved in a case analysis. (10 Marks)
  
- 5
  - a. What is a Win-Win situation? (03 Marks)
  - b. What is a report? What are the different elements of a formal report? (07 Marks)
  - c. Assume you are the regional sales manager of southern region of ABC cosmetics. There is a drop in sales for the quarter ending September 05. Send a report to GM (sales) giving reasons for drop in sales. (10 Marks)
  
- 6
  - a. Mention the various reasons for meetings. (03 Marks)
  - b. What are the major elements of a presentation? Explain. (07 Marks)
  - c. Your company has received "Export Excellence Award 2004". You intend to give publicity to this through a press release. Write a press release giving relevant information. (10 Marks)
  
- 7
  - a. What is Kinesic communication? (03 Marks)
  - b. "Visual aids add value to presentations". Discuss. (07 Marks)
  - c. Write a detailed note on "Impact of technological advancements on communication". (10 Marks)
  
- 8 Case Study:
 

Mr. Arvind pandey is the project manager at Al.Saba construction Co. in Muscat. It is a flourishing company with several construction projects in Muscat and abroad. It is known for completing projects on time and with high quality construction. The company's chairman is a rich and highly educated Omani. A German Engineer is

Contd....2

Arvind's vice-president for urban and foreign construction projects.

Three months ago, Al Saba had submitted a tender for a major construction project in Kuwait. Its quotation was for US \$ 25 million, in Kuwait. The project was sponsored and announced by a US based construction company called Fuma. According to Al Saba, their bid of 25 million dollars was modest but had included a high margin of profit.

On 25<sup>th</sup> April, Arvind was asked to go to Kuwait to find out from the Fuma project manager the status of their construction proposal. Arvind was delighted to know that Fuma had decided to give his company the construction project work, the project meant a lot for Al Saba as they had already put-in a lot of effort and money in planning the proposed construction in Kuwait.

But before Arvind could thank the Fuma project manager he was told that their bid should be raised to \$ 28 million. Arvind was surprised. He tried to convince the Fuma project manager that his company had the best reputation for doing construction work in a cost effective way. However he could always raise the bid by \$ 3 million. But he wanted to know why he was required to do so.

The Fuma manager's reply was "That is the way we do our business" in this part of the world. \$ 1 million will go to our MD in USA, I shall get \$ 1 million, you Mr.Arvind will get \$ 1 million in a specified account in Swiss bank.

Arvind asked "but why me"? "so that you never talk about it to any one". The Fuma project manager said. Arvind promised never to leak it out to any one else, and he tried bargain to raise the bid by \$ 2 million. Arvind was familiar with the practice of "Pay offs", involved in doing business in the middle east. But he was never personally involved in any such thing. He thought it was against his loyalty to his company and his personal ethics.

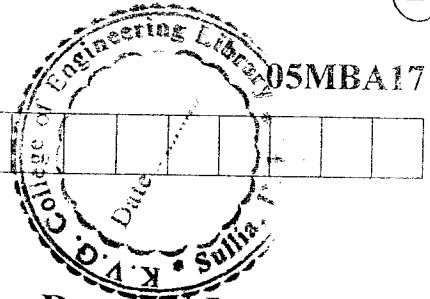
Arvind promised the Fuma project manager that the bid would be raised to \$ 28 million and fresh papers would be put in. He did not want to lose the job.

He came back to Muscat and kept trying to figure out how he should place the whole thing before his German vice-president. He was obviously at a loss.

Answer the following questions:

- a) What are the factors that have affected the negotiation process in this case? (05 Marks)
- b) Is this negotiation a win-win process? (05 Marks)
- c) What type of communication will Mr. Arvind use to communicate to his German vice-president? (05 Marks)
- d) What are the cultural issues involved in this case pertaining to communication? (05 Marks)

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**NEW SCHEME**

**First Semester MBA Degree Examination, Dec. 06 / Jan. 07**  
**Business Administration**  
**Business Communication**

Time: 3 hrs.]

[Max. Marks:100

**Note :** Answer any **FOUR** questions from Q-1 to Q-7, Q-8 is compulsory.

1. a. Explain the meaning of business communication. (03 Marks)  
b. Enumerate and explain the objectives of communication. (07 Marks)  
c. What is an interview? What are the different types of interviews? (10 Marks)
2. a. What is a business letter? (03 Marks)  
b. Explain briefly the principles to prepare a report. (07 Marks)  
c. The business world has become smaller with communication technology. Comment. (10 Marks)
3. a. What do you understand by complementary clause? Give examples. (03 Marks)  
b. What are the essentials of a good business letter? (07 Marks)  
c. Company X has advertised for the position of "Marketing Manager". Draft an application and your resume. Assume your name is Mr. Arun. (10 Marks)
4. a. How is hearing different from listening? (03 Marks)  
b. Are seminars different from meetings? Given reasons. (07 Marks)  
c. Describe the communication process and identify its key parts. Explain with an example how this process operates in oral and written messages. (10 Marks)
5. a. What is teleconferencing? (03 Marks)  
b. Briefly explain the various types of reports. (07 Marks)  
c. Mr. Mohan has received a toy train in a damaged condition for his son's birthday. Expressing his dissatisfaction he writes a letter to the manager of the shop asking for its quick replacement. Draft a complaint letter from Mr. Mohan and also a reply letter from the shop manager accepting or rejecting the claim for replacement. (10 Marks)
6. a. What are graphic aids? Give examples. (03 Marks)  
b. Elaborate on the important features of a press release. (07 Marks)  
c. As a secretary, draft a report on the damage caused by fire at the factory, to the Director, XYZ Paper Mills (Pvt) Ltd., Mysore. (10 Marks)
7. a. What is a flow chart? (03 Marks)  
b. List the different channels of communication and identify when they are most appropriate. (07 Marks)  
c. What are the components of a long formal report? (10 Marks)
8. Case Study (Compulsory)

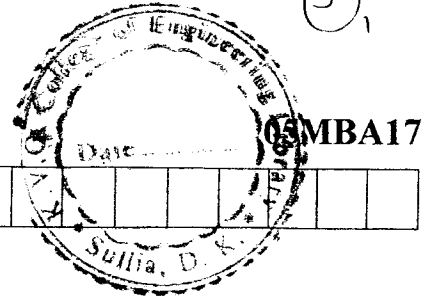
Assume you are the Administrative Manager of X Technologies in Bangalore. You have just received a call from your boss complaining about the employees who are shopping on-line. This could affect work in the organization. The management is considering monitoring software and blocking of websites.

Your task

- a. Should the management be allowed to monitor?
- b. Should the employees be warned? What type of communication should be used if your answer is 'yes'?
- c. Should the employees protest or not? Give reasons.
- d. What solution would you suggest to solve the problem in an amicable manner? (20 Marks)



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<b>NEW SCHEME</b>
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**First Semester MBA Degree Examination, July 2007**  
**Business Administration**  
**Business Communication**

Time: 3 hrs.]

[Max. Marks:100

**Note : 1. Answer any FOUR full questions from the first SEVEN questions.**

**2. Question No.8 is compulsory.**

**3. Each question carries 20 marks.**

- 1
  - a. What is the purpose of Communication? (03 Marks)
  - b. What are the characteristics of Effective Oral Communication? (07 Marks)
  - c. "As a Managing Director of a Readymade Garments Manufacturing Unit, you have not been able to execute an order of one of your customer. How will you apply the 3 × 3 writing process to convey the message to him? (One of your objectives is to retain the customer). (10 Marks)
  
- 2
  - a. What is the purpose of a "Report"?. (03 Marks)
  - b. Explain briefly the steps involved in Case Analysis. (07 Marks)
  - c. Draft an application letter with your resume / C V in reply to the advertisement, which appeared on 15<sup>th</sup> October, 2006: "Wanted Sales Managers by an MNC to sell their state –of–the–art Mobile Phones in various Cities in India". (10 Marks)
  
- 3
  - a. What are the different types of cases? (03 Marks)
  - b. Analyze the different stages of Negotiation Process. (07 Marks)
  - c. List the various graphics you would use to make your presentations – both Oral and Written. Also mention why and when such graphics should be used. (10 Marks)
  
- 4
  - a. What is Presentation and how does it differ from a Lecture? (03 Marks)
  - b. Briefly discuss about the common complaints about meetings. (07 Marks)
  - c. Discuss in detail the various barriers to Oral Communication (10 Marks)
  
- 5
  - a. What are the different kinds of Visual Aids? (03 Marks)
  - b. Explain briefly the Communication Process. (07 Marks)
  - c. Explain in detail the characteristics of Successful Communication. (10 Marks)
  
- 6
  - a. What is Conversational Control? (03 Marks)
  - b. "The level of formality is the tone in writing and reflects the attitude of the writer towards the subject and audience". Comment. (07 Marks)
  - c. What are the elements of a Long Formal Report? Explain in detail each of the elements. (10 Marks)
  
- 7
  - a. What are the principles by which effectiveness in written communication is achieved? (03 Marks)

Contd...2

- b. Briefly discuss the differences between a Report and Other forms of writing. (07 Marks)
- c. Elaborate on the important features of a press release. (10 Marks)

### 8 Case Study :

Mr. Akash, an Electronic Engineer by qualification with three years of hands on experience in a consumer Electronic Goods Manufacturing Company, founded a small electronic automatic water level indicator instrument manufacturing company in a car shed in his native place, Hubli, in the year 1995. From this small beginning came one of the country's largest Consumer Electronic Company with products ranging from TV to Automatic Electric Iron Box. In a span of Ten years, the company had recorded an annual sales turn over of Rs 300 crores, with over 4200 employees in three different manufacturing locations and with a wide dealer network. In the beginning, every manager and worker knew him well and he was able to call most of them by their first names. The culture and the climate of the company were so enjoyed by the employees that they never formed a union.

However, as the company grew from small to a fairly large one, Mr. Akash thought that it was losing its "Small Company" spirit. He also felt that the communication was suffering, that his objectives and philosophy were not being understood in the company. The new entrants were being lead by the poor knowledge of what others in the company were doing, and that the new product development as well as the marketing were suffering as a result, Mr. Akash also felt that he had lost touch with the employees down the line. Therefore, he came to conclusion that the communication in the organization had to be improved and hence hired a Director – Communications, directly reporting to him. The Director thoroughly studied the existing system and based on his recommendations, all the communication devices, as being followed in other large companies, were introduced. Thus the employees were given the opportunity of conveying whatever they feel – including any grievances, suggestions – by making use of any of the communication devices.

After much time, efforts and expenses over a period of one year, Mr. Akash, to his entire diamay, was disappointed to find that his problem of communication and the absence of feeling of "Small Company" still existed and that the result of his programme did not seem to be significant.

### Questions :

- a. What are the reasons for Mr. Akash's disappointment? (05 Marks)
- b. What do you think as the company's real communication problem? (05 Marks)
- c. What, if you are hired as a consultant, will be your suggestions to improve the communication? (05 Marks)
- d. Do you think that improvement in communication would help Mr. Akash to maintain the "Small Company" spirit among the employees and Mr. Akash. (05 Marks)



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**First Semester M.B.A. Degree Examination, Dec. 07 / Jan. 08**

**Business Communication**

Time: 3 hrs.

Max. Marks:100

**Note : 1. Answer any four questions from question 1 to 7.**

**2. Question No. 8 is compulsory.**

- 1 a. What is coherence? (03 Marks)
- b. Is downward communication more important than upward communication in an organisation? Why? (07 Marks)
- c. What is a report? What are the steps involved in report writing? Explain in detail. (10 Marks)
- 2 a. Describe various approaches of listening. (03 Marks)
- b. Explain the procedure involved in arranging a formal meeting. (07 Marks)
- c. Explain the Do's and Don'ts of case preparation. (10 Marks)
- 3 a. Does memo differ from a letter? (03 Marks)
- b. Discuss 3 × 3 writing process. (07 Marks)
- c. List out different types of business letters and explain any four. (10 Marks)
- 4 a. What is negotiation? (03 Marks)
- b. How can various types of visual aids and their medium facilitate communication? (07 Marks)
- c. Write an application for a job to a prestigious financial institution who is looking for marketing executives for marketing the financial products. The advertisement appeared in the Times of India October 25th 2007. (10 Marks)
- 5 a. What is an adjustment letter? (03 Marks)
- d. What are the different types of interviews? Explain. (07 Marks)
- b. What is a group communication? What are the factors in group communication? Explain different stages of group decision making. (10 Marks)
- 6 a. What is a presentation? Explain different types in a sentence or two. (03 Marks)
- b. How have advances in communication technology been beneficial? What are the limitations? (07 Marks)
- c. ABC Technologies Noida is conducting the annual general meeting on 2nd Jan 2008 at 10 a. m in the auditorium of the company. Draft a notice. (10 Marks)
- 7 a. What is grapevine? (03 Marks)
- b. Non verbal communication is often more significant than verbal communication. Comment elaborating on various types of non verbal communication. (07 Marks)
- c. Prepare a press release of your company to gain publication on the occasion of company securing the coveted export promotion award for the fifth year. (10 Marks)

- 8 Rajesh was asked to represent his department at the Dassera celebration committee meeting. It was customary to distribute dress material (Rs. 700 -800 range) to employees during the Dassera time as gifts every year. There was an opinion among large number of employees at that this time some other useful items (home appliances like toasters, fans, brief cases etc.) should be considered instead of the usual gifts. Rajesh discussed this matter with his colleagues in the department and it was their unanimous decision to support the change.

However some employees in other departments still preferred dress material. Rajesh went to the meeting hoping that gifts other than dress material would be decided on.

The general manager who headed the committee began to speak "I have discussed the matter of gifts with the MD. The management feels that dress material should be the gift this year also". He continued speaking, while Rajesh was disappointed and began to think of the consequences.

He rushed back to the department as soon as the meeting was over and gave the news that dress materials were finally decided on. All were really upset. A few minutes later a colleague walked up to Rajesh and asked him, "are you sure that dress material was the only gift decided on? I heard that GM informed that if the employees want they can choose from other items or dress materials". Rajesh could not believe his ears. He went to another person present in the meeting who confirmed what he had just heard.

- Questions :
- a. Why did Rajesh not understand the full scheme?
  - b. What do you think he should have done so that he did not have to cut a sorry figure with his colleagues? (20 Marks)









**8 CASE STUDY (Compulsory) : TELECOMMUTING**

When Mr. Ramesh began telecommuting – working at home several days a week rather than driving into his office – his wife and daughter interrupted so often that he gave them his home “office” telephone numbers and told them to call him like everyone else.

Mr. Vignesh was working 12 to 18 hours a day in Manhattan. Linked by phone line to his New York city employer, he thought he would have more time to spend with his family. But his telecommuting arrangement had the opposite effect. The phone rang at all hours, meals were interrupted and it was difficult to break away from the “office” long enough to give his children the attention they craved.

Initially telecommuting was viewed as win – win situation, offering companies greater flexibility and workers extra time with children or end to the two hours commute. But increasingly telecommuting is seen to have a darkside. What appears to be a liberating policy has the potential for creating work drags on long after the normal workday ends.

Telecommuters work at home without clear cut policies from their companies. They may be twice productive, but their superiors might not think so unless they see them working.

Questions :

- a. What steps Mr. Ramesh should take to telecommute without unnecessary disturbances?
- b. How can Mr. Vignesh avoid prolonged working hours in telecommuting?
- c. What effects (positive and / or negative) might telecommuting have on upward, downward and horizontal communication?
- d. How do various technologies provide both opportunities and barriers for telecommuters?

(20 Marks)

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## 8 CASE STUDY:

**The Impatient Manager**

Mr. Anand Mathur, the HR Manager, was a very impatient person. He liked to talk more. There were regular complaints regarding his arrogant and impatient behaviour. Mr. Shiv Prakash, the office secretary, was a dedicated and sincere person. He always used to reach in time and complete his job with full sincerity. His behaviour towards colleagues and boss showed humility and obedience.

Recently, Mr. Shiv Prakash was facing some problems in his family. So he went on frequent leave during that period. He could not even concentrate on his work and made a lot of mistakes in the paper work. Mr. Mathur called him to his office and enquired the reason for his absence and delay in work. When Mr. Prakash tried to explain the situation, Mr. Mathur cut him short and snubbed him and asked him to be regular in his work. The problem being faced by Mr. Prakash was affecting his work as well as health. He was unable to find a solution to his personal problems and continued to be irregular in his work in the office. He could not share his problem with anyone.

After a few days, Mr. Mathur called him once again to his office and asked about the reason for Mr. Shiv's irregularity. But this time, Mr. Shiv did not reply. He just kept silence. Mr. Mathur asked him whether he wanted to continue his job or not. Even then Mr. Shiv Prakash did not reply. He quietly came out of the office and resigned from the job.

Questions:

- i) Identify and explain where lies the problem in this case.
- ii) Why did Mr. Shiv Prakash keep silence when he was questioned by Mr. Mathur the second time?
- iii) Did the silence of Mr. Shiv Prakash communicate something? Elaborate.
- iv) If you were given an opportunity to talk to Mr. Mathur, what advice would you give him?

(20 Marks)

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Hospital records indicated that the fifth floor meant for keeping chronic and old age patients was largely under-utilized. The fifth floor was staffed by 50 nurses reporting to Lily Joe, the Senior nurse manager.

The management felt that the fifth floor could be dispensed with and the patients shifted to other wards, and 50% of the nurses could be reassigned to other wards, while the remaining could be laid off.

Also, the management decided to terminate the services of its Senior Nurse Manager, Ms. Lily Joe, as her services would be no more required. These moves, the management estimated, would reduce the recurring losses to a considerable extent.

However, the senior manager from other units expressed reservations about absorbing the fifth floor employees to other units, owing to their non-cooperative attitude. To resolve the problem, the management decided to conduct a series of meetings, attended by the hospital administration representatives and all the ten nurse managers, including Lily Joe.

Initially, the management did not want Lily Joe to be included in these meetings as she was personally concerned with the matter. However, the management considered it would look proper if Lily was also involved in the planning process of the lay off. In every meeting, Lily created a scene by crying and embarrassing all other members.

It was resolved that nothing discussed at the meeting would be revealed to anyone until the final decision with regard to the closing of the fifth floor was taken. Every member of the meeting was also placed under the oath of secrecy. But soon, the entire hospital was full of rumours that the management had decided to throw out long standing workers and that the fifth floor was its special target.

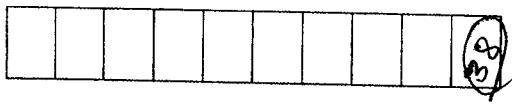
Anxiety, nervousness, whisperings spread across all the floors, Hysteria gripped the fifth floor employees. The hospital's grape vine was spreading like wild fire.

Answer the following questions:

- i) Identify and discuss the main problem in this case.
- ii) Analyze the reasons for spreading of rumours of the lay off of the fifth floor staff.
- iii) Was it correct to include Lily in the discussion meetings? Explain.
- iv) What do you understand by the term 'Grape vine'?

(20 Marks)

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**First Semester MBA Degree Examination, Dec.09/Jan.10**  
**Business Communication**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FOUR full questions from 1 to 7.**  
**2. Question No. 8 is compulsory.**

- 1
  - a. What is an agenda? (03 Marks)
  - b. Explain the process of two way communication process, with a neat diagram. (07 Marks)
  - c. Explain in detail the various barriers to communication. (10 Marks)
- 2
  - a. How does a presentation differ from a lecture? (03 Marks)
  - b. Explain briefly the steps involved in case analysis. (07 Marks)
  - c. Briefly explain the elements of presentation. (10 Marks)
- 3
  - a. State three common reasons for holding a meeting. (03 Marks)
  - b. Briefly discuss the common complaints about meetings. (07 Marks)
  - c. What is an interview? What are the various types of interviews? (10 Marks)
- 4
  - a. Define communication. (03 Marks)
  - b. Differentiate between written and oral communication. (07 Marks)
  - c. Explain briefly the various categories/ forms of non-verbal communication. (10 Marks)
- 5
  - a. What do you mean by persuasive letters? (03 Marks)
  - b. What are the essentials of a good business letter? (07 Marks)
  - c. Assume you are the regional sales manager of southern region of Lakme India ltd. (cosmetic company). There is a drop in sales for the quarter ending December 09. Write a report to GM (sales), giving reasons for the drop in sales. (10 Marks)
- 6
  - a. What is meant by crisis communication? (03 Marks)
  - b. Elaborate on the important features of a press release. (07 Marks)
  - c. Company X has advertised for the position of "Marketing Manager". Draft an application and your resume. Assume your name is Mr. Sunil. (10 Marks)
- 7
  - a. List various steps of listening. (03 Marks)
  - b. What is the difference between a report and other forms of writings? (07 Marks)
  - c. Discuss formal and informal communication networks in an organization. (10 Marks)

**8 CASE STUDY :**

Mr. and Mrs. Basu went to Woodlands apparel to buy a pullover. Mr. Basu did not read the price tag on the piece selected by him. At the counter, while making the payment, he asked for the price. Rs. 950 was the answer.

Meanwhile, Mrs. Basu who was still shopping came back and joined him. Looking the pullover tag, she pointed out that, there was a 25% discount on it. Mr. Basu was thrilled to hear that. "It means the price of this pullover is just Rs. 712". Said Mr. Basu.

He decided to buy one more pullover in green colour. When he received the cash memo for payment, he was astonished to find that he had to pay Rs. 1900 and not Rs. 1424.

Mr. Basu could hardly reconcile himself to the fact that the counter person had quoted the discounted price which was Rs. 950. The original price printed on the price tag was Rs. 1266.

**Questions :**

- a. Identify the three sources of Mr. Basu's information. (05 Marks)
- b. Discuss the main filter involved in this case. (05 Marks)
- c. What should Mr. Basu have done to avoid the misunderstanding? (05 Marks)
- d. Who is to blame for this communication gap? Why? (05 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remain...g blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.



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**First Semester MBA Degree Examination, May/June 2010**  
**Business Communication**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FOUR full questions, from Q 1 to Q 7.**  
**2. Question no. 8 is compulsory.**

- 1
  - a. What are the different types of information that are to be communicated in an organisation? (03 Marks)
  - b. Explain the different approaches to case analysis. (07 Marks)
  - c. Describe the contents of a long formal report. (10 Marks)
- 2
  - a. What is the employment interview? (03 Marks)
  - b. Explain the different types of faulty listening. (07 Marks)
  - c. Write short notes on : (10 Marks)
    - i) Minutes of meeting
    - ii) Coherence in writing
    - iii) Conversation control
    - iv) Negotiation.
- 3
  - a. What is the business etiquette? (03 Marks)
  - b. Explain the essentials of a good business letter. (07 Marks)
  - c. Discuss the rules to be followed in preparing press releases. (10 Marks)
- 4
  - a. What is a presentation? (03 Marks)
  - b. Draft a memorandum as president, CEC corporation to all its employees, explaining the importance of energy conservation in all its offices and the various measures to be adopted to achieve this objective. (07 Marks)
  - c. Discuss the barriers to effective communication. (10 Marks)
- 5
  - a. What is formal and informal communication in an organisation? (03 Marks)
  - b. Explain the 3 × 3 writing process in business communication. (07 Marks)
  - c. Discuss the qualities looked for in candidates participating in group discussion. (10 Marks)
- 6
  - a. What is the importance of communication in crisis situation? (03 Marks)
  - b. Your customer wants cell phone model A, but you have in stock only cell phone model B, which is an improved version of model A and is costlier with better features. Write a persuasive business letter to your customer, convincing him to accept model B, instead of model A. (07 Marks)
  - c. Discuss the different types of non-verbal communication. (10 Marks)
- 7
  - a. What is the purpose of written communication? (03 Marks)
  - b. Explain the advantages and disadvantages of oral communication. (07 Marks)
  - c. "Hindustan plastics Ltd., requires management trainees in HR, marketing and finance. Only fresh MBA graduates need apply. Apply within ten days". This advertisement has appeared in the Times of India of Wed 18 Mar 2009. Respond to this advertisement, with a covering letter and CV (Assume your name to be Vinod Mehta, for this purpose). (10 Marks)

Important Note : 1. On completing your answers, carefully draw diagonal cross lines on the remaining blank spaces.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, v.v., be treated as malpractice.

8 CASE STUDY :**Shifting Priorities**

Deccan Automotives Ltd., had suddenly got a huge export order, to fulfill during recession. The company CEO was elated and requested GM-HR to work with GM-production for making operational adjustments. The employees had to work in shifts. The senior engineers looking after various production lines, were required to fit into the new shifts. Sunil, a young engineer, had joined the firm two years ago as a bachelor. He had proved his worth. He was given a very important assignment which he completed to the great satisfaction of his CEO. At the annual celebration of the company, Sunil was awarded and recognized for his dedicated effort.

Sunil got married recently. He had to cut short his honeymoon vacation and return to work, in order to meet the work load of the export order. He was also put on night shift that affected his married life. His wife was disappointed and very unhappy with him. She also fell ill and Sunil had to take leave to tend to her. Concentration on his work was also tough and not surprisingly, for the first time he made some blunders in his work. His boss was quite unhappy with him, and referred him to the CEO. The CEO asked Sunil to show maturity and let his wife get used to the ways of the company. Torn between love for his wife and his call for duty, Sunil was seriously contemplating quitting his job.

- a. Discuss the reasons for friction in Sunil's personal life.
- b. Comment on the way the CEO handled Sunil's case.
- c. What would you advise Sunil; to retain or quit his job? Justify your stand.
- d. Assume you were the CEO of this company :
  - i) Analyse the main problems in this case.
  - ii) What will you do to overcome the problem(s)?

**(20 Marks)**

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