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**First Semester MBA Degree Examination, December 2011**  
**Business Communication**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer FOUR full questions from Q1 to Q7.**  
**2. Q8 is compulsory.**

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|---|--|------------|
| 1 | a. Define communication.   | (03 Marks) |
|   | b. Explain the purpose of communication.                             | (07 Marks) |
|   | c. What are the components of successful communication?              | (10 Marks) |
| 2 | a. List the principles of oral communication.                        | (03 Marks) |
|   | b. Briefly explain the barriers to communication.                    | (07 Marks) |
|   | c. Elaborate the importance of communication in management.          | (10 Marks) |
| 3 | a. What is the purpose of writing?                                   | (03 Marks) |
|   | b. Discuss the 3 × 3 writing process for business communication.     | (07 Marks) |
|   | c. Illustrate the principles of effective writing.                   | (10 Marks) |
| 4 | a. What is a persuasive letter?                                      | (03 Marks) |
|   | b. What is a memo? Discuss the components of a memo.                 | (07 Marks) |
|   | c. List the objectives of a report. Elaborate the types of reports.  | (10 Marks) |
| 5 | a. List the different types of cases.                                | (03 Marks) |
|   | b. How to overcome the difficulties of the case method.              | (07 Marks) |
|   | c. Discuss the methods of reading a case.                            | (10 Marks) |
| 6 | a. What are the elements of a presentation?                          | (03 Marks) |
|   | b. Elaborate briefly the factors affecting the negotiation process.  | (07 Marks) |
|   | c. Explain the various negotiation strategies.                       | (10 Marks) |
| 7 | a. What is grapevine?  | (03 Marks) |
|   | b. Briefly elaborate the benefits of the intranet.                   | (07 Marks) |
|   | c. Discuss the characteristics and styles of a good business letter. | (10 Marks) |

**8 CASE STUDY :**

Mr and Mrs. Venkatesh went to Woodlands Apparel to buy a pullover. Mr. Venkatesh 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.

Mean while Mrs. Venkatesh, who was still shopping came back and joined him looking at the pullover tag, there was a 25% discount on it. Mr. Venkatesh was thrilled to hear that. "It means the price of this pullover is just Rs. 712", said Mr. Venkatesh.

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, as he had calculated.

Mr. Venkatesh, 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 :

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

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