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First Semester MBA Degree Examination, January 2011

Business Communication

Time: 3 hrs.

Max. Marks:100

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

- 1 a. What is the purpose of a report? (03 Marks)
b. Describe communication as a two way process to exchange information. (07 Marks)
c. Godrej Cosmetics Ltd., has advertised for the post of "management trainees". Draft a covering letter and CV, assuming you are Mr.Arun. (10 Marks)
- 2 a. What is the purpose of communication? (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)
- 3 a. What is business etiquette? (03 Marks)
b. Explain the concept of coherence. (07 Marks)
c. Discuss the importance of communication in the business world. (10 Marks)
- 4 a. What is employment interview? (03 Marks)
b. Explain the different approaches to case analysis. (07 Marks)
c. Describe the different categories of non-verbal communication. (10 Marks)
- 5 a. What is complimentary close in a business letter? (03 Marks)
b. Explain the most common reasons for holding a meeting. (07 Marks)
c. Imagine you are the sales manager of Fashion Shoe Company, supplying footwear to various department stores. A regular customer of your company enquires about a particular model of shoes, which, you do not have in stock. You are required to write a persuasive letter (business reply letter) offering an alternative model. Your objective is not to lose a good customer. (10 Marks)
- 6 a. What are the basic requirements to analyze a case? (03 Marks)
b. Explain the factors that can influence a negotiation process. (07 Marks)
c. Discuss the barriers in the communication process. (10 Marks)
- 7 a. What is a "deadlock" in negotiation? (03 Marks)
b. Explain the different terms of internal communication in an organization. (07 Marks)
c. Discuss the rules to be followed in preparing press releases. (10 Marks)

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

8 Case study : (Compulsory)Sparrow Garments Ltd.

Sparrow Garments Ltd., a medium sized family concern, started as a small company in Bangalore. In a span of ten years, the company had recorded an annual sales turnover of over Rs.200 crores, with over 4000 employees, in three different manufacturing locations in Karnataka, with a wide dealer network. However, as the company grew from a small to a large one, the company's CEO, Mr. Vinay, felt that the communication was suffering. This feeling was justified when Mr. Vinay had observed a decline in productivity and an increase in rejection rate. Mr. Vinay thought that the company was losing its "small company" spirit where, it had more control over its production and marketing operations.

Upset by his inability to meet the requirements on time, he had shot off letters to his GM – production, manager – supplies and marketing manager, asking them to work as a team, put in greater effort and plan their work. The recipients of these letters, in turn, sent somewhat similar letters to their supervisory and marketing field staff, stationed at various locations. However, the situation did not improve. Mr. Vinay felt that he had lost touch with the employees, down the line. Therefore, he hired the services of a management consultancy firm, to study the situation and report to him.

Questions :

- a. What do you think are the company's real communication problems? **(05 Marks)**
- b. What are the alternative ways in which communication can be established in the company? **(05 Marks)**
- c. How can the company get better commitment from its employees to improve the situation? **(05 Marks)**
- d. If you are hired as a consultant, what will be your suggestions to Mr. Vinay to improve the communication? **(05 Marks)**

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08MBA17

First Semester MBA Degree Examination, December 2010

Business Communication

Time: 3 hrs.

Max. Marks:100

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

- 1 a. State the basic requirements for a case analysis, with a short explanation. (03 Marks)
b. Explain the 3 × 3 writing process for business communication. (07 Marks)
c. Write short notes giving suitable examples : (10 Marks)
i) Stage fright ii) Empathy iii) Agenda iv) Grapevine v) Deadlock
- 2 a. What is business etiquette? (03 Marks)
b. Explain the factors that can influence a negotiation process. (07 Marks)
c. As manager-student welfare, you have been asked by your college principal to visit the canteen and present your findings regarding hygiene and safety being maintained in the kitchen and service areas. You are required to write your report as a memorandum to your principal consisting of about 250 words. Assume the name M. Suresh for this purpose. (10 Marks)
- 3 a. What are the essential characteristics that you would include in a presentation in order to make it interesting? (03 Marks)
b. Explain the most common reasons for holding a meeting. (07 Marks)
c. Hindustan Plastics Ltd. Bangalore has advertised in Times of India, Bangalore edition dated Wednesday September 30, 2009, for management trainees with an MBA degree. Prepare a covering letter and resume to apply for this position. Assume you are Aravind s/o Ganapathy for this purpose. Address the covering letter to Mr. Govind Prakash, Manager, Human Resource of the company. (10 Marks)
- 4 a. What are the different purposes of a business report? (03 Marks)
b. Explain how coherence can be employed to improve effectiveness in writing a report. (07 Marks)
c. Discuss the barriers that hinder the communication process. (10 Marks)
- 5 a. What does a job interview assess? (03 Marks)
b. Explain the steps to improve effective listening. (07 Marks)
c. Describe the different forms of communication in an organization and relate it to the organizational hierarchy. (10 Marks)
- 6 a. What is conversation control? (03 Marks)
b. Easy Life Electronics Ltd., (ELEL) is an MNC that has just released a new model of microwave oven in the Indian market. As PR manager of ELEL, write a press release to the Economic Times, Bangalore announcing this event. (07 Marks)
c. Discuss the importance of communication in the new millennium. (10 Marks)
- 7 a. What qualities of a candidate are keenly observed in a group discussion? (03 Marks)
b. Explain the characteristics of successful communication. (07 Marks)
c. Describe the different categories of non-verbal communication. (10 Marks)

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8 Case study : (Compulsory)**Tragedy at Varsha Auto Components Ltd.**

Varsha Auto Components Ltd (VACL) was an original equipment supplier to many automobile manufacturing companies in India. Recession drastically reduced the activities of the company. As a result, many of the regular skilled, semi-skilled and unskilled workers of the company were laid-off.

After a three year slump, the market was suddenly booming again and the company order book was once again overflowing. It was now time to employ more people to man the three shifts that needed to be run round the clock to meet the orders. It was difficult to find trained personnel for all jobs. Casual labor was employed for tasks that required semi-skilled and unskilled personnel.

The paint shop needed more people because it was the last link in the production chain. They were under tremendous pressure to paint the components and pack them soon after drying of the paint. The backlog of work required them to employ additional casual workers from neighbouring states, who were illiterate and did not even speak the local language.

On that fateful day, the night shift was in progress. In the paint shop, there was a supervisor and some casual workers who had been employed a couple of days ago. Fully finished and quality certified components were being readied for dispatch. Power supply was erratic and suddenly the paint shop plunged into darkness. The supervisor slipped out to look for the generator set operator.

One of the casual workers found a candle and placed it on a drum full of paint thinner and lit the candle. The packing resumed. The supervisor after getting the generator started was walking back to the paint shop.

There was a big explosion that shook the entire factory. The thinner in the drum, naturally highly volatile, had caused the explosion, and a major fire in the factory. Two workers near the thinner drum died of burn injuries.

The police arrived and arrested the supervisor and the shift manager. The inspector of factories lodged a case of negligence and breach of safety norms against the factory management. They found workers being made to work in a hazardous place without being trained in safety procedures. The safety instructions were displayed on the shop floor in English which none of the workers could read nor understand. Also, all safety norms and procedures were not properly conveyed to the workers.

Questions :

- a. What were the essential things in communication that were missed in the case? (05 Marks)
- b. As PR manager of the company, how would you handle communication in the crisis situation stated in the case? (05 Marks)
- c. As HR manager of the company, what would you have done differently to avoid this crisis? (05 Marks)
- d. What would be your role as CEO of the company in handling this crisis? (05 Marks)

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