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22MBA16

First Semester MBA Degree Examination, Jan./Feb. 2023 Business Communication

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
Q.1	a.	Give the meaning of Business Communication.	3	L1	CO1
	b.	Explain Communication process in detail.	7	L2	CO1
	c.	Enumerate different types of Communication.	10	L2	CO1
Q.2	a.	What is Conversational Control?	3	L1	CO1
	b.	Explain the process of Listening.	7	L2	CO1
	c.	Explain the advantages and disadvantages of Oral Communication.	10	L2	CO1
Q.3	a.	What do you mean by Business Letters?	3	L1	CO2
	b.	Explain the principles of effective writing.	7	L2	CO2
	c.	Explain the 3 × 3 writing process for Business Communication.	10	L2	CO2
Q.4	a.	What is Memo?	3	L1	CO2
	b.	Write a Thank You letter to your client for purchasing a product from your Company.	7	L3	CO2
	c.	Discuss the various components of Long Formal Report.	10	L2	CO2
Q.5	a.	What do you mean by Etiquette?	3	L1	CO3
	b.	Explain the process of Business Case Analysis.	7	L2	CO3
	c.	What is a CV? Write a CV of Your's in seeking a job from an employer of your choice.	10	L3	CO3
Q.6	a.	Give the meaning of Press Conference.	3	L1	CO3
	b.	Explain different types of Non – Verbal Communication.	7	L2	CO1
	c.	Explain 7Cs of effective Communication in detail.	10	L2	CO1

Q.7	a. Define the term Negotiation.	3	L1	CO4
	b. Explain the stages of Negotiation process.	7	L2	CO4
	c. What is Technology enable Communication? Explain the different types of Technology enabled Communication used in an Organisation.	10	L3	CO4
Q.8	<u>CASE STUDY :</u>			
	<p>Shilpa Corporation [SC] has recently embarked on a new kind of training. The Corporation is teaching many of its Employees – especially those in marketing and sales to make decisions on the basis of non – Verbal Communication clues. For Nalini Varma, vice President of SC, focusing on non – Verbal Communication has become an important part of her inter – personal dealings, several years ago, Varma became interested in how body movements and mannerisms truly reflect what an individual is saying continually reading in this area of study, Varma has been able to make decisions about potential employees and potential customers by reading them. For example, Varma believes that body language can give a person competitive advantages. It can make the difference when closing the sale or in SC’s case hiring new Employees. For example, during interviews Nalini pays constant attention to the Job Candidates eye movements and mannerisms. She believes that she can correctly predict if the Candidate will be an aggressive sales person while simultaneously being personable and friendly. How does she do this? She does this by looking at their eyes and the way they present themselves.</p> <p>In one case, a hiring decision came down to the people. The first Candidate never looked Nalini in the eye, leaned back in his/her chair and crossed both his/her legs and arms. The first Candidate demonstrated the Communication skills that Varma found aligned with successful performance in her Organisation. Nalini Varma is convinced that non – Verbal Communication can play a significant role in helping her Organization achieve its annual sales goals personally. She has found that it has helped quality costumes for example, even though a potential customer says “Yes” with his/her arms and legs crossed emphatically, it means state “No” understanding this, Varma is in better position to probe further into the possible objectives the customer has, she found that , in many cases, she is able to steer the conversation in an direction that ultimately leads to successfully closed a sale. And that is a major competitive advantage.</p> <p>Questions :</p> <p>a. What problems can Varma encounter by her heavy reliance on non – Verbal Communication?</p> <p>b. What Communication guidance would you give to Varma and Individuals like her who place an inordinately high value on body language? Explain your position.</p>	10	L3	CO3
		10	L3	CO3
