

2018

M B A

1st Semester Examination

BUSINESS COMMUNICATION

PAPER—MBA 107

Full Marks : 80

Time : 1½ Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

Answer all questions.

1. Answer any *eight* questions : 8×5
- (a) 'Feedback' comes at the beginning of a communication. Is the statement correct? Explain your response with a suitable example.
- (b) Mention the Seven Cs of Communication and briefly explain.

(Turn Over)

- (c) A successful communication depends on understanding and accepting the different cultural practices. Explain your answer with a suitable example.
- (d) What is a Group Discussion? Mention four important rules to be followed in a Group Discussion.
- (e) What are the different types of interviews?
- (f) Why is a Presentation important? How does it help in conveying messages?
- (g) What is a grapevine? Explain its importance in an organization.
- (h) What is cross cultural communication? Why is it important in today's business world?
- (i) Explain the importance of visual aids in presentation.
- (j) What are the physical barriers to communication?
- (k) Keeping in view the environmental hazard that plastic causes, the management of your company has decided to ban the use of plastic carrybags in the Organization's Campus. Assuming yourself to be the Public Relations Officer of your Company, *draft a circular* to be sent across the organization to this effect.
- (l) How does non-verbal communication affect communication between a provider and a consumer?

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2. Answer any *four* questions :

4×10

- (a) Respond to the advertisement published in a leading newspaper given below :

Spectrum Consultancy, a leading management and human resource consultancy firm, Hyderabad, requires fresh management trainees for its upcoming zonal office in Kolkata. Candidates must have an MBA degree from a reputed management school with good communication skills and computer knowledge.

Interested candidates must send their applications along with their updated CV/Resume within 15 days to hr.spectrumconsultancy@gmail.com.

- (b) Assume you are the Manager, Logistics, of your Software Developing Company *Soft-tech*. You have ordered for 20 numbers of Computer sets from *Compu Tech India Pvt. Ltd*, Kolkata. However, the consignments were delivered much later than the stipulated time given by the vendor, and it was also found that out of the 20 keyboard sets, 5 were non-functional. Write a complaint letter stating the problems and demanding an appropriate solution.
- (c) What is report? Mention the different types of reports.
- (d) You are Sonal Kapoor, Purchase officer, Central Mineral Research Institute, Pune. Write an e-mail to the Sales Manager of HCL Ltd., Kolkata office. You want fifty HCL Desktop Computers at the quoted price of Rs. 21,327 each. Request the sales Manager to send details regarding payment system, freight, handling charges and the delivery time. 10

- (e) Assume that you are the Chief Manager of Corporation Bank, Bangalore Branch. Write a sales letter to potential customers promoting the housing, educational and personal loan schemes of the bank.

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- (f) Prepare the agenda for a meeting of the
- (a) Executive Committee of the Kohlapur Chamber of Commerce, to be held at 7 pm on 15th January, 2019, arranging / including the following points :
- (i) Organization of shopping week
 - (ii) Increasing the efficiency of the exchange of the report of the Finance Committee.
 - (iii) Nomination of two delegates to the seminar on marketing management.
 - (iv) Estimate for decoration of the building.
 - (v) Deciding the chief guest of the seminar.
 - (vi) Minutes of the last meeting.
 - (vii) Any other business.
- (b) Assuming that you were the Secretary in attendance, write the minutes of the meeting.

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[Internal Assessment : 10 Marks]