

MBA 1st Semester Examination, 2023

MBA

(*Business Communication*)

PAPER – MBA-106

Full Marks : 80

Time : 3 hours

The figures in the right hand margin indicate marks

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

GROUP—A

Answer any **eight** questions of the following :

5 × 8

1. Discuss the different types of conscious gesture.
2. Briefly discuss the concept of “ethnocentrism”.

(Turn Over)

3. Define the term "oculesics". Discuss various classification method of eye behaviour. 2 + 3
4. Discuss briefly the downward communication.
5. Briefly describe the Mehrabian model of communication.
6. What functions come under the decisional roles of a manager ?
7. Discuss the role of paralanguage in communication.
8. Briefly discuss the structured style of communication.
9. Does a closed communication climate obstruct workplace communication ? Illustrate your answer.
10. What is "grapevine" ? State its advantages. 2 + 3

11. How does "high context" differ from "low context" in cross-cultural communication ?
12. What are deictic gesture ?

GROUP-B

Answer any **four** questions of the following : 10 × 4

13. Discuss the barriers that prevent effective communication.
14. Discuss the various aspects of kinesics.
15. Explain the various characteristics of national culture influencing cross-cultural communication.
16. You are an HR Manager in a reputed telecom company. One of your subordinates, Shibu Ghosh, is leaving your organization to join another company. Write an open-ended recommendation letter for him.

17. You are the marketing head of a soft-drink company. The Company launched a new brand of soft drinks in the West Bengal market six months ago. However, sales of the same are very low, and you have received a lot of negative customer feedback. Write the executive report to the company's directors recommending for changes of composition and branding strategies of this soft-drink.
18. You are Shibshankar/Sreyasha Sen, the head of operations at the Kharagpur regional office of DTDC Logistics limited. You have recently come across to a notification issued by the Government of West Bengal that allows delivery executives to complete deliveries till 10 pm at night. Write an application to the District Magistrate, Paschim Medinipur, requesting for permission to implement the same in your workplace.
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