

MBA 1st Semester Examination, 2024

MBA

(Business Communication)

PAPER – MBA-106

Full Marks : 100

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** of the following questions : 5 × 8

1. What is “grapevine” communication ?
2. Discuss the functions that come under the interpersonal roles of a manager.

(Turn Over)

3. Define the term “oculesics”, and the various ways in which eye behaviour can be classified.
4. Explain the concepts of upward communication and downward communication with examples.
5. What is “paralanguage” ? Discuss its role in communication. 2 + 3
6. Briefly discuss the various stages of interpersonal communication.
7. Does closed communication climate help or obstruct workplace communication ?
8. Briefly discuss the structured style of communication.
9. Explain subconscious non-verbal communication.

10. What are conscious gestures ? Discuss the different types of conscious gestures. 2 + 3
11. Write a note on “deictic gestures”.
12. How does body height play a role in non-verbal communication ?

GROUP – B

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

10 × 4

13. Explain the barriers that prevent effective communication.
14. Briefly discuss the strategies for effective downward communication.
15. What is kinesics ? Discuss the various aspects of kinesics. 2 + 8
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 in the composition and branding strategies of the soft-drink.
18. You are Prantik/Priya Douli. You have recently come across an advertisement in *Biplabi Sabyasachi* calling for applications to the position of Sales Managers in the Midnapore divisional office of Unity Small Finance Bank Limited. Write an application for the same, enclosing a CV along with it.

[Internal Assessment — 20 Marks]
