

Registration No :

1 9 0 6 2 5 8 1 1 5

Total Number of Pages : 01

MBA  
18MBA106

1<sup>st</sup> Semester Regular/Back Examination 2019-20

BUSINESS COMMUNICATION

BRANCH : MBA, MBA (A & M), MBA (M & F)

Max Marks : 100

Time : 3 Hours

Q.CODE : HRB933

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10)

(2 x 10)

- a) State two major benefits of videoconferencing
- b) Being soft to criticism is one of the attributes of a good listener. [ correct/ incorrect]
- c) Defensiveness is a kind of \_\_\_\_\_ [ filter / barrier ]
- d) While reading News articles we need to infer more [ correct, incorrect]
- e) Define sub-vocalisation and state its utility
- f) She did not accept the invitation [ change the voice]
- g) Our products are the best! They really work! Get yours today! .[correct the punctuation error]
- h) A structured argument in a formal environment is called as a \_\_\_\_\_ [ fill the blank]
- i) There was living a farmer named Mohan [ correct the error]
- j) Issuing orders is the heart of downward communication[ true/false]

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) Discuss the merits and demerits of Grapevine.
- b) Highlight five major points of an effective conversation.
- c) Define Gloss phobia and state how one should prepare to avoid it.
- d) State the major limitations of paralanguage
- e) What are the different strategies adopted for effective reading
- f) Explain the guiding principles of a 'persuasive message/ letter.
- g) State the rudiments of Net etiquettes in brief.
- h) How reasoning ability helps in a 'GD? Give reasons
- i) What is punctuation? State the difference between a colon and a semi-colon in uses
- j) Make a comparative study between formal and informal channels of communication
- k) What are the psychological barriers to listening?
- l) Highlight different traits and attributes of able leadership

Part-III

Q3 Only Long Answer Type Questions (Answer Any Two out of Four)

Prepare a report to be tabled before the board member of your company on the impact of Chinese competitors selling similar products in the country.

(16)

Q4 Place an order in Tabular form for ball pens, refills and pencils mentioning the reference numbers from the seller's catalogue

(16)

Q5 Prepare your CV to apply for the post of 'Junior Accounts officer in Celtex India Pvt.ltd. as per the advertisement in the TOI Dt. 20/12/2019

(16)

Q6 Discuss how the growing importance of human relations has affected business communication.

(16)

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

MBA  
18MBA106

1<sup>st</sup> Semester Regular Examination 2018-19

**BUSINESS COMMUNICATION**

**BRANCH : MBA**

**Time : 3 Hour**

**Max Marks : 100**

**Q.CODE : E958**

**Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.**

**The figures in the right hand margin Indicate marks**

**Part-I**

**Q1 Do as Directed : (Answer All -10 ) (2 x 10)**

- a) The fearfulness to speak in front of a group of strangers is known as \_\_\_\_\_ [ fill the blank]
- b) The sentiment in our offices are that our bonuses were meager this year [ correct the error]
- c) Seema answered my question, abruptly! she seemed preoccupied.[correct the punctuation error]
- d) While reading scientific document we often like to predict [ correct, incorrect]
- e) Clear articulation often leads to confusion of the native speakers [ true / false]
- f) We found him smoking behind the shed [finite, Nonfinite]
- g) Peter gave me flowers on my birthday. [ change the voice]
- h) A structured argument in a formal environment is called as a \_\_\_\_\_ [ fill the blank]
- i) Leaning forward is part of critical listening. [ correct/ incorrect]
- j) Resistance to change is a kind of \_\_\_\_\_ [ filter / barrier ]

**Part-II**

**Q2 Do as directed: (Answer Any Eight out of Twelve) (6 x 8)**

- a) What are the fundamental differences between a functional CV and chronological CV
- b) Differentiate between active and passive listening
- c) Write a memo warning an employee against his habit of reading news papers and magazines during office hours.
- d) Why cell phone etiquettes are so important? Discuss in brief.
- e) Distinguish between 'GD and Debate.
- f) What is concord? Explain with example
- g) Distinguish between Aggressive and Assertive behavior
- h) How Do you think Grapevine too can be beneficial for the organization?
- i) Highlight five major points of a good conversation.
- j) How would you like to prepare yourself to overcome stage fright?
- k) Paralanguage is not a language; yet a language. justify
- l) What are the strategies adopted for effective reading

### Part-III

#### Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Prepare a report to be submitted before the commissioner of police on the rising numbers of road accidents with your possible suggestions to check such menace. (16)
- Q4** How to deal with differences between nonverbal behaviors across cultures. Explain with Example. (16)
- Q5** Prepare your CV to apply for the post of 'Manager sales' in Prax India Ltd. as per the advertisement in the TOI Dt. 21/12/2018 (16)
- Q6** Communications is a continuous process which mainly involves six elements what are those? Discuss the elements and processes of effective communication (16)



2<sup>nd</sup> Semester Regular / Back Examination 2017-18

## MANAGERIAL COMMUNICATION

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : C1171

Question No1 &amp; No 2 are compulsory and answer any four from the rest.

The figures in the right hand margin indicate marks.

Answer all parts of a question at a place.

## Q1 Fill the Blanks :

(2 x 10)

- a) As a leader following is your responsibility to keep the discussion in \_\_\_\_\_ [motion, order, control]
- b) A \_\_\_\_\_ response to complaints helps to maintain customer's confidence [abrupt, prompt, delayed]
- c) \_\_\_\_\_ is the supplier's written estimate which includes all applicable charges and taxes on the goods. [ Report, Quotation , brochure]
- d) \_\_\_\_\_ is a communication used in conveying information and directives within an organization. [minutes, agenda , circular]

- f) During an oral presentation, \_\_\_\_\_ is the stage where you tell the audience, the aim of your presentation? [ summarization, synchronization, Introduction]
- g) \_\_\_\_\_ listening is also called as critical listening. [ therapeutic, evaluative, emphatic]
- h) While mentioning the previous \_\_\_\_\_ experience in a Resume, you should follow the \_\_\_\_\_ order? [Asynchronous, haphazard, chronological, the most important first]
- i) In a report, a/an \_\_\_\_\_ would briefly highlight the objective of the project and the findings in a nutshell? [ introduction, narration, abstract, conclusion]
- j) Communication helps establish and \_\_\_\_\_ the goals of an organization? [distinguish, disperse, disseminate, divert ]

## Q2 Do as Directed :

(2 x 10)

- a) Sales letters should arouse the reader's interest and curiosity in the product [true/false]
- b) The role of a moderator is considerably less in any GD [Correct/Incorrect]
- c) Verbal symbols can be interpreted clearly and unambiguously than nonverbal ones. [true/false]
- d) Memorandums are usually initiated by the writer rather than signed [true/false]
- e) Your name badge is placed on your left side. [Correct/Incorrect]
- g) Your co-worker's constant texting and playing with her phone is distracting you. What should you do?
- Talk to the human resources about the issue
  - Get "No texting signs" placed in close vicinity
  - Send a cell phone etiquette quiz to the person
  - Talk directly; let them know loud and clear
  - A and B



- h) Taking private calls in restroom is a good idea; at least you will not be disturbing your colleagues while working. [true/false]
- i) The terms of reference for producing a specific report are given by the [reader, writer, organization, expert]
- j) Which of the following is not a subsidiary part of any formal report?
- a) References b) Appendix c) Glossary d) Table of contents

(15)

(15)

(15)

Q6 Prepare a feasibility report to be presented before the board of directors of your company on a plan to establish a food processing unit in report

(15)

(15)

Q8 Write a letter to one of the candidates who appeared in the interview conducted by your company informing him/her nonselection for the post applied

(15)

12

Registration No:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

MBA  
15MNG107

1<sup>st</sup> Semester Regular/Back Examination 2017-18

ENGLISH COMMUNICATION SKILLS/ MC/BC

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : B1072

Answer Question No.1& 2 which are compulsory and any four from the rest.

The figures in the right hand margin indicate marks.

Q1 Answer the following : (2x10)

- a) Communication which takes place between 'peers' is known as ----- communication.
  - a) Diagonal
  - b) Grapevine
  - c) Horizontal
  - d) upward
- b) The study of the eye contact is called-----.
  - a) Oculistics
  - b) Kinesics
  - c) Proxemics
  - d) Chronemics
- c) There are ----- speech sounds in English.
  - a) 26
  - b) 42
  - c) 44
  - d) 24
- d) How many syllables are there in the word "Management"? (2,3,4,5)
- e) Indian speakers of English generally follow-----.( EIE/GAE/RP/ALL)
- f) Write only the IPL symbols of the vowel contained in the following words. Photo, Shoe, Train, Judge
- g) What is the difference between a filter and a barrier?
- h) What do you mean by coherence and cohesion in a paragraph?
- i) I was feeling unwell and ----- I went to see a doctor. ( Write a suitable conjunction)
- j) Two characteristics of effective writing are.....and .....

Q2 Answer the following questions briefly. (2x10)

- a) What do you mean by information gap principle?
- b) How many long and short vowels are there in English?
- c) Give two examples of non-verbal communication.
- d) Write the plain English of these words.  
Manifest, Commence
- e) Deposit this money in the bank. (Change in to passive voice)
- f) Write two strategies for improving listening skills.
- g) Differentiate between skimming and scanning.
- h) A lady drew this cartoon. She is visiting us today. (combine the two sentences)
- i) This coffee is so hot that I cannot drink it. (Use too)
- j) Differentiate between postures and gestures with examples.

- Q3 Reading is a complex 'cognitive process' of decoding symbols in order to construct or derive meaning. It involves a number of sub-skills. Discuss. (15)
- Q4 Effective communication skills have become the main stay at entry level as well as for career sustenance. Discuss and elucidate. (15)
- Q5 What do you mean by intonation? Why do you think it is significant for communication? Where do you use falling and rising tone? Substantiate your answer with examples. (15)
- Q6 What is bias-language? Briefly discuss the use of bias-free language in different contexts. (15)
- Q7 **Write short notes on any THREE :** (5x3)
- Define and differentiate between word stress and sentence stress.
  - Concord
  - Write a short paragraphon "Prevention is better than cure".
  - Can women be better managers' – Deliver a debate on this topic.
- Q8 A) What do you understand by verbal and non-verbal communication? Explain with suitable examples. (10)
- B) **Do as directed.** (1x5)
- Neither India nor Pakistan are prepared for talks.(Correct the error)
  - 'What a shame! You have misbehaved with your teacher?' His mother said. (Change into indirect speech)
  - There is little logic in her argument. (Use hardly any)
  - If the doctor had come early, the patient's life----- (save). (write the correct form of the verb given bracket)
  - The professor's consistent late arrival is offset somewhat by the remarkable quality of his lectures. ( Correct the underlined part)



Registration no:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

**MBA**  
**15MNG207**

**2<sup>nd</sup> Semester Regular / Back Examination – 2016-17**

**MANAGERIAL COMMUNICATION**

**BRANCH(S): MBA**

**Time: 3 Hours**

**Max marks: 100**

**Q.CODE:Z1175**

**Answer Question No.1& 2 which are compulsory and any four from the rest.**

**The figures in the right hand margin indicate marks.**

**Q1 Fill in the blanks.**

**(2 x 10)**

- a) Unexpected, off-the-cuff talks are categorized as \_\_\_\_ presentations.
- b) A \_\_\_\_ is a resume which combines reverse-chronological and functional resume formats.
- c) \_\_\_\_ refers to performance anxiety, or persistent phobia which may be aroused in an individual by the requirement to perform in front of an audience.
- d) \_\_\_\_ is a letter of introduction attached to, or accompanying another document such as a resume or curriculum vitae.
- e) \_\_\_\_ is a group process where the input of everyone is carefully considered and an outcome is crafted that best meets the needs of the group
- f) Some organizations perform \_\_\_\_ interviews, in which one or more interviewers meet with several candidates simultaneously. A key purpose of the group interview is to observe how the candidates interact.
- g) \_\_\_\_ refers to the rules which are unwritten and act as norms to be observed by all professionals who work as a team in a particular company or department.
- h) \_\_\_\_ refers to the language that is characterized by uncommon or pretentious vocabulary and convoluted syntax and is often vague in meaning.
- i) "How many years did you work for your last employer?" This is an example of \_\_\_\_ question in an interview.
- j) \_\_\_\_ is a soft skill which refers to the capability of individuals to recognize their own, and other people's emotions to discern between different feelings and label them appropriately.

**Q2 Answer the following questions briefly.**

**(2x10)**

- a) When is a case interview useful?
- b) Write two telephone etiquette tips for placing calls.
- c) How would you express disagreement in a meeting?
- d) What purpose do bullets and headings serve in a business document?
- e) List out the drawbacks of e-mail as a mode of business communication.
- f) What is meant by Netiquette?
- g) Differentiate between structured interview and behavioral interview.
- h) How is theme speech different from occasional speech?
- i) Mention any two merits of visual aids in business communication.
- j) Outline the factors to be emphasized upon while preparing for an interview.

- Q3** Assume that your team has to deliver a presentation on a newly designed product to two audiences-- (15)  
 a) The board of directors of your company  
 b) Prospective clients  
 Will there be a difference in your presentation content, style, and tone? Discuss.
- Q4** You are the corporate communications director of your company. You observe that the company's Web site (select a Web site) is poorly organized and could do with a better display considering that your organization needs the publicity. Persuade the top management to revamp the Web site by making a PowerPoint presentation. (15)
- Q5** Suppose you are facing an interview for the position of *Management Trainee* in an MNC, and they ask the following questions. Write your responses to the queries during the interview. (3x5)  
 a) What would you do if you were given an unrealistic deadline for a task or project?  
 b) Where do you see yourself in five years?  
 c) Why should we hire you?  
 d) What are your short-term and long-term career goals?  
 e) How would you describe your management style?
- Q6** You are Manish Mehta, Purchase Officer, Central Mining Research Institute, Nagpur. Write an e-mail to the Sales Manager of HCL Limited, Kolkata office. You want fifty HCL Desktop computers at the quoted price of Rs.37, 365/ each. Request the Sales Manager to send details regarding payment system, freight and handling charges, and the delivery time. (15)
- Q7** (a) As a speaker how would you plan for the key note address in the founder's day celebrations of a company? (8)  
 (b) How is GD a better technique than interviews, for selecting prospective B-School applicants? (7)
- Q8** Imagine that you are the Secretary of the Athletic Union of your college, which aims to encourage sports and physical education in the college. Draft the agenda containing at least 10 items which is to be used for discussion for the first meeting of the union. (15)



Registration No:

--	--	--	--	--	--	--	--	--	--

Total number of printed pages : 01

MBA  
MGT208

2<sup>ND</sup> SEMESTER REGULAR/BACK EXAMINATION, 2015-16  
MANAGERIAL COMMUNICATION & PRACTICES / BC  
QUESTION CODE : W 558

Max marks : 70

Time : 3 Hours

Answer Question No.1 which is compulsory and any five from the rest.

[The figures in the right hand margin indicate marks]

- Q.1 Answer the following questions : 2x10
- (a) What is the difference between formal persuasion and informal persuasion ? 258
- (b) Define intercultural communication. 258
- (c) List the fundamental skills that are essential for successful intercultural negotiations. 258
- (d) Who should use chronological CVs ? Why do employers like it ? 258
- (e) What do you mean by solicited job application letters ? 258
- (f) What are the disadvantages of electronic mail ? 258
- (g) What are minutes ? 258
- (h) Briefly state GD mistakes. 258
- (i) What is panel interview ? is it same as group interview ? 258
- (j) List four effective time management principles. 258
- Q.2 a) "Visuals add to effective oral presentations". 5
- b) What role does body language play in making oral presentation effective ? 5
- Q.3 Distinguish between distributive and integrative bargaining. 10
- Q.4 As a Secretary of an NGO that engages itself in the animal protection activities, draft an e-mail to be sent across urging people to come forward and join hands in the noble cause. 10
- Q.5 Your company has recently established a medical Centre on its premises. Draft a circular to be sent to all employees of the organization informing them about the medical facilities and the timings of the Centre. 10
- Q.6 As the Secretary of the cultural society of your college draft an agenda for the second meeting and prepare the minutes of the meeting. Invent the details. 10
- Q.7 Discuss the important soft skills which are essential for professionals. 10
- Q.8 Describe briefly what employers look for during an employment interview. List the tasks you need to complete to prepare for a successful job interview. 10



Registration No. :

--	--	--	--	--	--	--	--	--	--

Total number of printed pages – 3

**MBA**  
**MGT 208**

**Second Semester Regular Examination – 2015**

**MANAGERIAL COMMUNICATION AND PRACTICE / BC**

**BRANCH : MBAR**

**QUESTION CODE : J 503**

**Full Marks – 70**

**Time : 3 Hours**

*Answer Question No. 1 which is compulsory and any five from the rest.*

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

1. Answer the following questions : 2×10

- (a) Why is effective communication important to your success in today's business environment ?
- (b) Define ethnocentrism and stereotyping. Give three suggestions for overcoming these limiting mindsets.
- (c) What are the advantages of functional resume ?
- (d) What is persuasion ? Why is it needed by everyone ?
- (e) A letter's appearance is a part of its message. Justify.
- (f) How can we ensure effective participation in the meetings ?
- (g) What are the preparation strategies for success in GDs ?
- (h) Mention any four questions an interviewee can ask the interviewer.
- (i) What are business etiquettes ? Why are they important ?
- (j) Soft skills help the development of communication skills but the converse is also true. Comment.

2. **Case Study**

Mr. Arvind Pandey is the project manager at Al. Saba Construction Company in Muscat. It is flourishing company with several construction projects in Muscat

**P.T.O.**



and abroad. It is known for completing projects on time and with high quality construction. The company's chairman is a rich and highly educated Omani. A German Engineer is Arvind's vice-president for urban and foreign construction projects.

Three months ago, Al Saba had submitted a tender for a major construction project in Kuwait. Its quotation was for US \$ 25 million, in Kuwait. The project was sponsored and announced by a US based construction company called Fuma. According to Al Saba, their bid of 25 million dollars was modest but had included a high margin of profit.

On 25<sup>th</sup> April, Arvind was asked to go to Kuwait to find out from the Fuma project manager the status of their construction proposal. Arvind was delighted to know that Fuma had decided to give his company the construction project work, the project meant a lot for Al Saba as they had already put in a lot of effort and money in planning the proposed construction in Kuwait.

But before Arvind could thank the Fuma project manager he was told that their bid should be raised to \$ 28 million. Arvind was surprised. He tried to convince the Fuma, project manager that his company had the best reputation for doing construction work in a cost effective way. However he could always raise the bid by \$ 3 million? But he wanted to know why he was required to do so.

The Fuma manager's reply was "That is the way we do our business" in this part of the world. \$ a million will go to our MD in USA, I shall get \$ 1 million, you Mr. Arvind will get \$ 1 million in a specified account in Swiss bank.

Arvind asked "but why me?" "So that you never talk about it to anyone," the Fuma project manager said. Arvind promised never to leak it out to anyone else, and he tried bargain to raise the bid by \$ 2 million. Arvind was familiar with the practice of "Pay Offs", involved in doing business in middle east . But he was never personally involved in any such thing. He thought it was against his loyalty to his company and his personal ethics.

Arvind promised the Fuma project manager that the bid would be raised to \$ 28 million and fresh papers would be put in. He did not want to lose the job.

He came back to Muscat and kept trying to figure out how he should place the whole thing before his German Vice-President. He was obviously at a loss.

**Questions :**

2.4 × 4

- (a) What are the factors that have affected the negotiation process in this case ?
- (b) Is this negotiation a win-win process ?



- (c) What type of communication will Mr. Arvind use to communicate to his German Vice-President ?
- (d) What are the cultural issues involved in this case pertaining to communication ?
3. As the Secretary to the Managing Director of a large company draft an e-mail to all the Senior Managers asking them if they would be available for a meeting with the MD next week. 10
4. Imagine that you are the Secretary of the Student Welfare Committee in your college. The head of a firm of educational consultants in Hyderabad, which offers online tutorial course in different subjects to students of professional colleges, has written to you to find out what kind of on-line tutorial courses would be of interest to the students in your college. 10
- Draft a reply in about 300 words, making a review of student needs and suggesting what kinds of courses would be useful.
5. Discuss the Do's and the Don'ts of GD. What are strategies a candidate should follow to prepare for successful GDs ? 10
6. Your company is planning to bring in some changes in the promotion policies for various levels of employees. As the vice President, HR, you wish to hold a meeting to discuss the related issues in a meeting with five senior managers of different departments. Draft a notice and prepare an agenda for the meeting. 10
7. Soft skills refer to a cluster of personality traits and include competencies in the areas of leadership, ability to work in a team, articulateness, assertiveness and so on. Elaborate the idea. 10
8. How would you plan your responses to potential interview questions ? Write the answers to the following questions commonly asked in interviews :s 2.5×4
- (a) Why do you want to work for our company ?
- (b) What is your greatest weakness ?
- (c) What do you think is your greatest strength ?
- (d) Do you prefer working with others or by yourself ?



Registration No. :

--	--	--	--	--	--	--	--	--	--

Total number of printed pages – 3

MBA  
MGT 208

Second Semester Regular Examination – 2014

MANAGERIAL COMMUNICATION AND PRACTICES

13C

BRANCH(S) : MBA

QUESTION CODE : F 490

Full Marks – 70

Time : 3 Hours

Answer Question No. 1 which is compulsory and any **five** from the rest.

The figures in the right-hand margin indicate marks.

1. Answer the following questions :

2×10

- (a) How do you see cultures differing in the way they perceive time ?
- (b) How do high-context cultures differ from low-context cultures ?
- (c) Identify the two primary reasons that limiting your scope is especially important for oral presentations.
- (d) What is the function of a report introduction ?
- (e) What are the risks of not explaining the purpose of a proposal within the introduction ?
- (f) How does a chronological resume differ from a functional resume and when is each appropriate ?
- (g) What are the main contents of the minutes of a meeting ?
- (h) How can you display leadership quality in a GD ?
- (i) What are the etiquettes of attending phone calls ?
- (j) Why body language is important in an interview ?

P.T.O.



## 2. Case Study :

### Paperless Offices

The board of directors of a large courier company decided to do away with lengthy reports, memos and other material by way of hard copy. The whole network was connected through a website and all important functionaries were given e-mail IDs to help them communicate through the server. It was also decided that all memos and intimations would be sent by e-mail to all concerned and there would be no hardcopies made.

It took some time for everyone to get into their groove and then the system started working really well. Information was traded and replies to various queries were sent and received via e-mail. Papers were not being traded between offices anymore.

The mailboxes of various branches, especially those that were the hub centers began to overflow. Data needed to be deleted for fresh data to be sorted. This became normal practice for the branches that had heavy mail traffic.

The head office received a request from the income Tax Department regarding a client. The department wanted to know how letters or packets were couriered from the client's offices to certain places and addresses. They wanted a record for the last three years.

The company had records for the last three years. It asked all its offices to give them the record pertaining to that particular customer. Some offices complied very quickly. Others were having certain problems which they had not envisaged earlier.

Some offices had already erased records of the period six months prior to the date when the request was made. From the time their offices were fully computerized they had made their own norms regarding retention of old records. The head office had a lot of explaining to do for this lapse on the part of their offices.



Some offices had a failure in their back-up power system and their data had been lost. This too had led to serious problems in reconstructing the courier records of the client in question. The only records they had were the records of bookings made at their office. This is what saved the day for them. All officers had booking records, on paper, which came in handy in this situation.

**Question :**

Make a memo of the above case assuming that you are technology officer and are submitting it to the Vice President (Technology). 10

3. Discuss the various approaches to negotiation and the various tips to make negotiation effective. 10
4. What are the important aspects to be considered while planning for your business presentations ? 10
5. You have been asked to write a letter of recommendation for an employee who worked for you some years ago. You recall that the employee did an admirable job. Invent the necessary details and write the letter. 10
6. Select a product you are familiar with and imagine that you are the manufacturer trying to get a local retail outlet to carry it. Write an unsolicited sales proposal in letter format to the owner (or manager) of the store, proposing that the item be stocked. 10
7. Discuss the role of a leader in a meeting. Why is his/her role so crucial in leading an effective meeting ? 10
8. Hard Skills are not enough, Soft Skills are indispensable for success in business. Explain. 10



Registration No. :

--	--	--	--	--	--	--	--	--	--

Total number of printed pages – 3

**MBA**  
**MBA 208**

**Second Semester Examination – 2013**

**BUSINESS COMMUNICATION**

**QUESTION CODE : A464**

**Full Marks – 70**

**Time : 3 Hours**

*Answer Question No. 1 and 2 which are compulsory and any **four** from the rest.*

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

1. Answer the following questions : 2 × 10
- (a) How has increased market globalization and cultural diversity contributed to the increased relevance of cross-cultural communication ?
  - (b) List the three major forms of persuasive communication.
  - (c) A letter's appearance is a part of its message. Justify.
  - (d) What are the basic ingredients of an effective office memo?
  - (e) Distinguish between the following :  
Solicited and unsolicited proposals
  - (f) Why do we refer to a business proposal as a sales offer ?
  - (g) Audience analysis is a very integral part of any effective report writing. Discuss.
  - (h) Soft skills help the development of communication skills but the converse is also true. Comment.
  - (i) Why is the role of a leader so crucial in leading an effective meeting ?
  - (j) What are business etiquettes ? Why are they important ?

**P.T.O.**

Tomonori Ishii is Senior Vice President and General Manager of the Americas for All Nippon Airways. He came to his position with a wealth of international sales and management experience. Prior to his current post, Mr. Ishii served as the Vice President and General Manager of ANA's Washington, DC territory. He has also served multiple sales management roles in the Fukuoka, Hiroshima and Tokyo offices in his 35 plus years of the airline. Tomonori Ishii's global approach to customer service was developed in his role as an integral part of ANA's international expansion team and later in ANA's Bangkok office. Mr. Ishii started his career as a Passenger Service Agent at the Osaka International Airport. He feels that his longevity with the company is the achievement he is proud of.

He says that I have a different working style. He takes some influence from Japan, some from the US, other Western ideals and tries to mix them together to form a global perspective. He likes the bottom up style that he learned in Japan, which is not seen in many companies in US. He also likes the ethical approach to business that is prevalent in Japan. In his interview with Business Renaissance, he says: "I make it a priority to be accessible to my colleagues and provide them with the feeling that we are all equally responsible for the success of ANA. Every day I make sure to take breaks with my staff to talk candidly about the challenges they face. I walk around to show them that I am here with them, working side by side. When the airline industry was profitable, little issues on the front lines didn't require our full attention or immediate resolutions. But now there has been a shift in paradigm. In this economic downturn, we want to address all concerns as quickly as possible to make sure they do not become weaknesses. Talking to my staff is the best way I know of to keep informed of what we are up against. We must work together to change our perspectives and approach. Success comes when we work as a team, failure is indicative of ineffective leadership".

When asked about his advice to the business leaders, he replied, "Explore the bottom up management style, encourage a work environment that allows your staff to communicate with you directly and candidly. The more you know about



the challenges your front line employees face, the better you will be equipped to collaborative on effective solutions. And you will avoid becoming the emperor with no clothes“.

You are required to study the case and answer the following questions :

- (a) What is the unique style of Tomonori Ishii's communication ?
  - (b) What are the factors that influence his style of communication ?
  - (c) Can top management whose job is to devise the strategies function with this type of communication style ?
  - (d) What are the unique advantages and disadvantages of Tomonori Ishii's style of communications ?
3. Appropriate vocal cues enhance the impact of your business presentation. Discuss this statement with suitable examples. 10
  4. What are the main contents of the minutes of a meeting ? What are some specific principles for effective writing of minutes ? 10
  5. The increased complexities in the jobs have also affected the role of interviewers to an extent that their role and linkage to the success of the whole process has become very critical. Discuss. 10
  6. How important is the resume in the whole interview process and what are the strategic points in the resume that require special attention by the candidates ? 10
  7. You are the senior manager, HR, of your company. You are away from Mumbai for an important conference in Delhi. Just the day before you plan to return, you receive an important assignment at Dehradun. Now draft a message to be sent to the chairman of your company. 10
  8. Content is more important than the container. How far do you agree with the above statement with regards to the GD exercise ? What should one do to develop it ? 10



Registration No. :

1	1	0	6	2	5	8	1	1	2
---	---	---	---	---	---	---	---	---	---

Total number of printed pages – 4

**MBA**  
**MBA 208**

**Second Semester Examination – 2012**

**BUSINESS COMMUNICATION**

**Full Marks – 70**

**Time : 3 Hours**

Answer Question No. 1 & 2 which are compulsory and any **four** from the rest.

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

1. Answer the following questions : 2×10

- ✓ (a) What is impromptu presentation ?
- ✓ (b) Differentiate soft skill from hard skill with examples.
- (c) What is a jargon ?
- ✓ (d) What are minutes ? Explain its importance.
- (e) Write a topic sentence on computers being a reason of unemployment.
- ✓ (f) What is consensus in a group discussion ?
- ✓ (g) What is a stress interview question ? Give two examples.
- ✓ (h) Write two telephone etiquettes tips for placing calls.
- ✓ (i) What is cross cultural communication ?
- ✓ (j) What is a circular ?

10

**P.T.O.**

2. Read the following case study carefully and answer the questions that follow

10

Jennifer works with United Technologies, a Chicago based company. She is talking on the phone to Anshuman, the manager of one of United Technologies vendors for customer service outsourcing.

Jennifer : We really need to get all of the customer service representatives trained on our new process in the next two weeks. Can you get this done ?

Anshuman : That timeline is pretty aggressive. Do you think it's possible ?

Jennifer : I think it will require some creativity and hard work, but I think we can get it done with two or three days to spare

Anshuman : Ok.

Jennifer : Now that our business is settled, how is everything else ?

Anshuman : All's well, although the heavy monsoons this year are causing a lot of delays getting around the city.

Two weeks later.....

Anshuman : We've pulled all of our resources and I'm happy to say that 60% of the customer service representatives are now trained in the new process. The remaining 40% will complete the training in the next two weeks.

Jennifer : Only 60% ? I thought we agreed that they all would be trained by now !

Anshuman : Yes. The monsoon is now over so the rest of the training should go quickly.

Jennifer : This training is critical to our results. Please get it done as soon as possible.

Anshuman : I am certain that it will be done in the next two weeks.



(a) Did Anshuman agree to the initial timeline requested by Jennifer ?

(b) What might Jennifer be thinking about Anshuman ?

(c) What might Anshuman be thinking about Jennifer ?

(d) How will this incident affect their future interactions ?

3. Write a deductive paragraph of about 80 words using any one of the following topic sentences : 10

(a) Without leadership, organizations move too slowly, stagnate, and lose their way.

(b) Group dynamics involves the influence of personality, power, and behavior on the group process.

4. Assume that your company has launched a new water purifier and you are asked to make an oral presentation on its effectiveness before a large number of customers. Write the script for this presentation in about 200 words. 10

5. Suppose you are facing an interview for the position of Management Trainee in an MNC, and they ask the following questions. Write your responses to the queries during the interview. 10

(a) What interests you most about this position ?

(b) Where do you see yourself in five years ?

(c) Why should we hire you ?

(d) What are your short-term and long-term career goals ?

(e) What do you think about the role of multinational companies in the Indian economy ?

6. Respond to any one of the following group discussion topics by agreeing or disagreeing. Justify your point of view. 10

(a) UID only guarantees identity, not rights, benefits and entitlements.

(b) Is e-commerce the best thing for India ?



7. Imagine that the Students' Union of your college has set up a Public Relation Committee for the purpose of strengthening relations between the college and the general public including the media. You have been appointed as the Secretary of this committee.

Prepare an agenda for the first meeting of the committee, which will be chaired by the Principal of the college. 10

8. Mahasagar Seafoods Private Limited, Chennai proposes to open a branch in Odisha in order to take advantage of the different variety of seafoods available in the region. A sub-committee of Directors has been appointed to examine the feasibility of the proposal. Write the report recommending a suitable location for the factory. 10

Registration No. :

--	--	--	--	--	--	--	--	--	--

Total number of printed pages – 4

MBA

MBA 208/MBC 205

## Second Semester Examination – 2011

### BUSINESS COMMUNICATION

Full Marks – 70

Time : 3 Hours

Answer Question No. 1 which is compulsory and any **five** from the rest.

The figures in the right-hand margin indicate marks.

1. Answer the following questions. : 2×10
- (a) If you wish to switch jobs because you cannot work with your superior, how would you explain this to a prospective employer?
  - (b) What can you do to create a favorable impression when you discover that an open ended interview has turned into a stress interview?
  - (c) What are the advantages of chronological resume?
  - (d) Arrange the following sentences in the correct order to construct a unified and coherent paragraph.
    - (i) As it cooled down, the inorganic molecules combined to form organic ones, making life on earth possible.
    - (ii) It is common knowledge that organic molecules are the basis of life.
    - (iii) Therefore, any place in the universe that harbors organic molecules can be a possible source of life.
    - (iv) When the earth was in its infancy, it only had inorganic molecules.

P.T.O.



- (e) As a participant in a meeting how and what should you contribute ? Give a reasoned answer.
  - (f) What is negotiation ? What are the different approaches to negotiation ?
  - (g) What is an enclosure ? If you have any enclosure where and how would you list it in your letter?
  - (h) Is the subject line of an e-mail important ? If you are writing back and forth to the same person; should you use the same subject line over and over again ?
  - (i) What are business etiquettes ? Why are they important ?
  - (j) "To be successful, a proposal must be persuasive. This quality makes the proposal different from most short reports (which stress objectivity)". Discuss.
2. Explain the importance of recognizing cultural variations and list five categories of cultural differences. What are the guidelines for effective intercultural communication? 10
  3. Prepare a set of PowerPoint slides for a 15 minute presentation on the following topic : 10  
Telephone Etiquettes
  4. Select the organization where you would like to work after completion of your MBA degree. Write an unsolicited letter in the appropriate format, addressed to the HR Manager, enquiring about a possible opening in your area of expertise. 10
  5. Discuss the Do's and the Don'ts of GD. What are strategies a candidate should follow to prepare for GDs ? 10



6. Write short notes on : 10

(a) Soft skills

(b) Role of a chairperson in a meeting

7. There has been a remarkable decline in the sale of sports goods manufactured by a company. The Marketing Manager has been asked to report with recommendations for stopping the decline. Prepare the report. 10

8. Case Study 10

Mr. Amit Bajaj did his B.Com in 2000 and then M.Com in the 2002 with accounting as his specialization. Because of performance for MBA in the job market, he could not get the lucrative job. Therefore he has to compromise with M/s Durga Electronics selling T.V., LCDs, and other electronic goods in the city of Lucknow. During his tenure, he learned the art of marketing the goods and convincing the customer.

Because of family compulsions in 2005, he has to move to his home town Jaunpur where he found job of financial services and used to advise his clients regarding the benefits of various mutual funds and other products. He used to work at computer and internet to give prompt replies to various customers regarding their financial investment plans. Though his earning were not good, but because of his home town, he was satisfied to work at his home town.

In 2008, he found another job in the Auto.

Because of family compulsions in 2005, he has to move to his home town Jaunpur where he found job of financial services and used to advise his clients regarding the benefits of various mutual funds and other products. He



used to work at computer and internet to give prompt replies to various customers regarding their financial investment plans. Though his earning were not good, but because of his home town, he was satisfied to work at his home town.

Recently he has an opportunity to find job in automobile company at Lucknow.

**Questions :**

- (a) Do you suggest that Mr. Amit Bajaj should write in plain job application letter? If he does so, what are its advantages and disadvantages.
- (b) Do you suggest that Mr. Amit Bajaj should write resume in chronological resume or skill resume? If he opts skill resume, what are the additional benefits of that skills resume that he can gain.
- (c) What are the skills that Mr. Amit Bajaj should highlight in his skill resume?
- (4) Draft Mr. Amit Bajaj's skill resume.

**Second Trimester Examination – 2010**

**BUSINESS COMMUNICATION**

**Full Marks – 70**

**Time : 3 Hours**

*Answer Question No. 1 which is compulsory  
and any **five** from the rest.*

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

1. Answer all the questions :

- (a) A bank client wants his account manager to arrange a higher credit limit on his bank account. What would be the most suitable method to communicate this to his account manager ? 2

**P.T.O.**



- (b) List four ways to overcome your anxiety while making oral presentation. 2
- (c) Write the pattern of communication each of the following is : 4
- (i) giving performance feedback to your staff
  - (ii) board-room discussion
  - (iii) coffee-time discussions on possible future lay-offs in your company
  - (iv) sending performance appraisals of your floor staff to the Deputy Manager.
- (d) What kind of bias each of the following texts demonstrate ? 4
- (i) News report : *A Bollywood actor was stripped and checked by the immigration officials at an American airport.*
  - (ii) Man (pointing at a woman) : *She's so outlandishly dressed !*

(iii) Woman (to friend) : *My mother tongue is Odia but I can't speak it properly because I studied in an English medium school.*

(iv) An excerpt from a class 4 Social Sciences textbook on professions :  
*Seema's father is a doctor. Her mother is a housewife. Her uncle is an officer in a bank. Her aunt is a nurse. Seema wants to be a teacher when she grows up. Her brother wants to join the army when he is older.*

(e) Read the two texts below. Determine which one is formal and which is informal. Identify the inappropriate use of language in each text separately.

(i) My team made a market survey of the sale of FMCG items of our



company. A nice upward trend in sales is available for our soaps. Lots of people buy the soaps. In fact, 12% of all our profit comes from this. That's very encouraging. But the sales trend for edible oil varieties is quite upsetting. 2

(ii) Tarun : Hello, Mohit. How do you do? 2

Mohit : Well, I'm fine. How are you ?

Tarun : I'm fine. Thank you very much for asking. I was wondering if you might have some time for me later today.

Mohit : Sure Tarun. I'm your best friend, and I always have time for you. Hey, what did you think of the cricket match last night ?

Tarun : Oh, I thought that both of the teams played extremely accurate and well executed games.

(f) Mention four things that employers don't like to see in the candidates. 2

(g) What is an enclosure ? If you have any enclosure, where and how would you list it in your letter ? 2

2. Read the text below and answer the questions that follow : 10

Angel investors provide capital for start-ups bringing their innovations to the marketplace.

Recently, with the huge growth in opportunities brought about by the internet, more and more small investors are providing 'angel' financing for these small, nimble companies. Angel



investors typically invest between Rs. 5,000 to Rs. 40,000 in a start-up in its infancy. Sometimes, 'angels' are so convinced by an idea that they provide funds for a business that hasn't even been founded! Without these risk-takers, innovative and revolutionary advances in technology may not come to pass. The price is high, and start-ups often fail, but just one 'winner' can return twenty times the initial investment. In other words, an angel investing in fifteen companies needs just one success to make the investment strategy worthwhile. Of course, angels hope for a much better return. Because these investors at the beginning of the company there are many terms used in angel investing that reflect this early stage development. Here are some of the most important :

- **seed a company** – the first ‘seed’ of money to help ‘grow’ the company
- **get in on the ground level** – lowest level entry point
- **self-funded** – a company that provides its own financing without asking for outside help
- **garage startup** – the classic technology started - Steve Jobs and Steve Wozniak started Apple in a garage - it's become a modern day ‘American dream’ of many – especially in San Francisco

Angel investing is sometimes confused with venture investments. Angel investors fund at the initial entry level while venture capitalists usually wait until a young company has proven that their idea and has brought their product or technology to market. These companies then need larger investments to quickly grow and capture market share.



(i) Which statement is true ?

- (a) Angel investors provide capital for established companies.
- (b) Angel investors provide capital for companies that have succeeded and need to grow their market share.
- (c) Angel investors provide capital for companies that are in their early stages of development.

(ii) What is a typical investment for an Angel ?

(iii) What will Angel investors sometimes do ?

(iv) Do angels expect all their investments to succeed ?

(v) Why are angel investors willing to take such high risk ?

(vi) What does 'Seeding a company' mean ?

(vii) In a best case scenario, how much might an angel make on a successful start-up investment of Rs. 50,000 ?

(viii) Which example is given of a 'garage' start-up ? Why ?

(ix) Who can be described as Venture capitalists ?

(x) How do Venture capitalists help a company ?

3. Read the text below and make a note on the text. 10

#### **Academic thieves beware**

While the Internet has placed a wealth of research papers at the fingertips of students, a new Web site could help professors catch plagiarizers red-handed.



Some students actually research and write their term-papers the old-fashioned way.

Others, however, just copy fake ones off the Internet and turn them in as their work. To prevent collegiate copycats, two graduate students at the University of California have devised a program that compares a student's submission with every other term- paper on the Web.

This programme essentially searches a hundred million Web pages on the Internet, interfacing with the top 20 search engines. It also compares that with the local data base of term papers. Teachers who sign up can send

27

their students' papers to the Web site. The originality of the work or lack thereof, becomes clear within 24 hours.

The programme codes every sentence that was a word-for-word match with another sentence, either contained on the Internet or within the programme's data database. David Presti, a professor who teaches neurobiology, told his class he would use the program. Undaunted, numerous students plagiarized anyway.

"We ran all 300 papers through the program and found 45 of them, or 15 percent of



students, had cut and pasted significant amounts of material from various World Wide Web sites without citations," Presti said.

Students falsely accused can have the opportunity to defend themselves. They can show the instructors that indeed they haven't got their material from the Internet or some other source.

Competition is tough at prestigious universities. Some students welcome the Internet research watchdog, considering it a way to level the academic playing field. "I think it's justified academically. Plagiarizing is wrong," one said.

4. Imagine yourself to be the Marketing Manager of Yasse Zaber Ltd, a producer of Executive Chairs, Tables and office stationery items. Prepare a promotional leaflet to persuade various business houses of India to buy your products. 10
5. You appeared for a job interview. Write an e-mail to the HR Manager of the company you appeared the interview for thanking her/him for your experience at the interview. 10
6. Read the job ad below. Apply for the position with your CV. 1

MBC 206

13

P.T.O.

30



**Kontrakt Global** requires Asst. Manager

(Marketing).

**Qualification :** MBA with specialization in Marketing and 2 years experience will be preferred.

**Location :** Jaipur

**Compensation :** Salary will be the best in the industry

**Posted :** 12 March 2010

7. Prepare Powerpoint slides for a presentation of 15 minutes on : **Etiquette for Cell Phone**

**Use.**

10

MBC 206

14

Contd.

31

8. You are the Sales Manager of a Pharmaceutical company. The demand for your products is declining due to competition from other companies. Prepare a report for your boss explaining the reasons and possible ways to overcome the problems. 3 Hours 10