

END SEMESTER EXAMINATION

PAPER CODE-MB106

Business Communication

Time: 3:00 Hours

Max. Marks : 50

Note : Answer question 1, 2, 3 & 5 by Selecting any two parts from each questions. Question No. 4 is mandatory.

All questions carry equal marks.

Assume suitable missing data, if any.

10 marks

- Q.1 [a] Explain the AIDA Principle highlighting the emphasis of sales letters.
- [b] What is Report Writing. What are the essentials of a good report?
- [c] What do you understand by cross cultural communication? Highlight the strategies to be adopted in order to make cross cultural communication effective?

10 marks

- Q.2 [a] Discuss the relevance of goodwill messages and their impact in Customer Relationship Management?
- [b] How would you work with a subordinate who is underperforming? Enlist the various strategies and solutions practiced by you in effective communication reflecting your management style?
- [c] What communication barriers and challenges do you see impacting the Indian Governance?

10 marks

- Q.3 [a] Discuss the importance of non verbal communication? Can Verbal Communication be effective without non verbal communication?
- [b] While disagreeing to a strategic decision spearheaded by your boss - What principles and essentials of communication would you keep in mind to avoid conflict and resistance and promote harmony in the organisation?
- [c] Explain any 5 global business etiquettes essential to facilitate global communication?

Case Study

10 marks

Q.4 A hospital was having financial problems. Occupancy was low, equipment costs were higher than expected and the cost of supplies had increased. At the years end, a rumor began to circulate that there would be no salary raises and that personnel reductions were possible. The hospitals five hundred employees were shocked by the extent of the financial problems indicated by the rumors. They began to ask supervisors, "Does top - level management agree with this rumor or not'?"

The managers made no comment, refusing to confirm or deny the rumor. The official communication from management was, "The matter is under study." Most employees believed there would be no pay increase and, as a result, their morale was getting low.

When Management announced that there would be no layoffs and there would be 2 percent pay raise, the employees were delighted .Management was pleased with the employees' reaction, since 6 months before there were demands for a 10 percent pay increase and reduction of workloads.

QUESTIONS:

- (a) Was the employee reaction to the 2 percent pay raise more favourable than it would have been if the rumour had not started?
- (b) Should Management have taken action when the rumour started circulating?
- (c) What would be possible results if the employees learnt that the management had started the rumour?

10 marks

- Q.5 [a] Explain the essentials of a good resume?
- [b] You are consulting with a large pharmacy with stores in multiple states. This company has improved sales but the attrition rate is going high. Over the period of 6 months, 100 employees have resigned abruptly. As a facilitator how will you approach this issue?
- [c] Highlight the do's and don'ts to be kept in mind while going in for the Interview?