

Roll No.

Total No. of Pages : 03

Total No. of Questions : 17

MBA / MBA (IB) (Sem.-1)
BUSINESS COMMUNICATION FOR MANAGERIAL
EFFECTIVENESS

Subject Code : MBA-107-18

M.Code : 75408

Date of Examination : 27-06-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

1. What do you understand about business etiquette? Give examples.
2. Importance of Listening
3. Ways to Overcome Glossophobia.
4. Cross-Cultural Communication
5. Semantic Barriers
6. Online Presentation
7. Role Play and Simulation games
8. State the mechanics of Report writing.

SECTION-B

UNIT-I

9. State the essential characteristics of effective communication. Discuss in detail 7C's Model of Communication.
10. Discuss cross-cultural communication. Also, explain the use of social networking technologies in Business communication.

UNIT-II

11. Describe ways for developing effective writing skills. Discuss the importance of analyzing the situation and the audience before a written Business Communication.
12. What is a Report? Explain the major components of report writing.

UNIT-III

13. How does group discussion contribute to successful business communication? Explain the Do's and Don'ts of the process of group discussion.
14. What is a Just-A-Minute presentation? Discuss the strategy for team/group presentations.

UNIT-IV

15. What are good interview-taking techniques? What communication techniques you would use to make correct recruitment?
16. What is the importance of a good resume? Discuss the important elements and layout of a good resume.

SECTION-C

17. **Read the case study about communication and briefly answer the questions at the end:** Mr. John Hauser president of A&E Education in Germany visited a management institute in Chennai. After an informal meeting with the principal director, they moved to a large seminar hall equipped with a multimedia projection system. Jon proposed to give a presentation on his learning Management System Model. He spoke for about 40 minutes, covering the worldwide processes of educational administration and e - management. His presentation used power point and visually supported by graphic data - charts, graphs and diagrams. At places, he was difficult to follow because of the unusual accent in which English is spoken by German. However, the elaborate visual aids helped him put his point across successfully. The power point slides were in the form of bullet

points outlining the structure of the presentation. During the discussion of at the end of John's presentation, the principal director opined that the international model discussed would need to be customized with specific local content, and went on to share his own software model of learning management system. John appreciated the new insight and they agreed to collaborate and integrate the models for marketing the software to educational institutions across India.

Questions :

- a. Does the size of venue affect the quality of presentation?
- b. Discuss the benefits of using PowerPoint and visual aids when giving a presentation to a foreign audience.
- c. What were John's presentation objectives? Was he successful in achieving them.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.