

Reg. No.

MBA Degree FT I & PT III Semesters End Semester Examination- December, 2022
21-371-0104/21-372-0301/20-371-0104: BUSINESS COMMUNICATION

(Regular and Supplementary)

Time: 3 Hours

Max Marks: 50

Course Outcomes: On completion of the course, the student will be able to:-

CO1	Recall the basic concepts and terms related to business communication.
CO2	Describe comprehensively the concepts related to business communication delivered at the remembrance level to make them cognitively fit for application.
CO3	Interpret scenarios in business communication presented through illustrations and cases.
CO4	Examine the business communication carried out within the organization for aiding in better decision making.
CO5	Evaluate the impact of business communication on the overall effectiveness of the organization
CO6	Generate new ideas and create business communication plans and proposals for business expansion and developments.

BL – Bloom’s Taxonomy :(L1- Remember, L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)

PART A

(Answer ALL questions. Each question carries 2 marks)

Q. No.	Questions	Marks	BL	CO
1	Recall three latest trends in business communication.	2	1	1
2	Explain the relevance of to, cc and bcc fields in emails.	2	2	1
3	Outline four different effective ways to open a speech.	2	1	2
4	Differentiate between individualist and collectivist societies.	2	2	2
5	Identify two examples of informative business writing.	2	1	2

(5X2=10 marks)

PART B

(Answer ANY FIVE Questions. Each question carries 4 marks)

Q No.	Questions	Marks	BL	CO
6	Business communication plays a significant role in any company, and it should always be one of the key fundamental elements of success. Analyse this statement and validate the same with four supporting arguments.	4	4	4
7	Due to the cultural diversity in the global workplace, it is now vital for businesses to consider effective methods of cross-cultural communication as well as impacting factors and techniques to avoid a conflict resulting from them as an integral part of their practices and training. Illustrate with relevant examples about the different sources of miscommunication in cross cultural exchanges.	4	4	4
8	You are the Chief People Officer of a consulting company and you were entrusted with the task of ensuring diversity in workforce. Through preliminary research, you collected data about the current status of diversity in the company. Now, prepare a business report with fairly standard sections that has to be submitted to board members.	4	3	3
9	You are asked by your boss to give a motivational speech to the employees of the company to improve their morale as a result of the high employee turnover. With your knowledge about the various rhetoric devices, how will you integrate it into your speech to make it impactful?	4	4	3
10	Steve Jobs was one of the greatest and most influential businessmen of his generation. He took an idea from a humble garage and turned it into Apple, one of the most recognizable and iconic brands in the world. He was a pioneer in the modern corporate world. Much has been written about Steve Jobs' presentation style. He was famous for his rigorous attention to every detail whenever he presented, from the style of the fonts on his slides to the colour of the stage background. Elaborate on four key techniques employed by Steve jobs to make his power presentations effective?	4	3	3
11	Communication is very essential, that makes the moving parts of human relations function smoothly. Therefore, the meaning of communication cannot and should not be underestimated. As an expert in business communication, classify the different barriers to effective communication and recommend ways to overcome the same.	4	4	4
12	You have called your subordinate to the cabin to ask if he is okay and discuss about the issues he is facing. He has been tired and worn out for the last several weeks. He just don't feel enthused about anything and each day is not something he look forward to. Using your understanding about the concept of active listening, how will you demonstrate the various strategies to make him comfortable?	4	3	4

(5X4=20 marks)

PART C

(Answer ANY TWO questions. Each question carries 10 marks)

Q No.	Questions	Marks	BL	CO
13	Imagine that you are Mr. A K Dey, Managing Director of Star Marketing Group, Calcutta. Now, draft a letter of recommendation incorporating all the components of a business letter, to the General Manager of Skyline Industries Pvt. Ltd, New Delhi in favor of Mr. Vivek Sharma for the post of production manager who has worked in your organization for the last three years. Assume all the missing details.	10	6	5
14	You are the marketing head of an American retail firm and your organization is planning to enter into Japanese market. With the knowledge about the Hofstede's Cultural Dimensions, design a communication strategy to capture the market?	10	6	6
15	<p>Arthur is an accounting specialist in his organization with over 15 years of experience. Because of recent changes in tax law, the organization will have to adjust how it reports and calculates certain expenses. Arthur has been assigned to give an office-wide training session to about 50 people. He has indicated that he has very little public speaking experience, and isn't that comfortable being the center of attention.</p> <p>It is obvious that Arthur knows his stuff. But his presentation is a little on the boring side. Even Arthur thinks it's boring! His words are clear, but his tone is monotonous. Also, he has arranged the presentation as a series of unconnected pieces of information.</p> <p>Arthur needs a little help in structuring his material. He also needs some help coming out of his shell, so that when he speaks to the audience, it's more like he's telling his friends a story than presenting on tax law changes.</p> <p>Being an expert in the field of effective public speaking, kindly help Arthur in the following areas.</p> <p>a) Develop strategies to use his voice effectively.</p> <p>b) Formulate effective ways to use body language while speaking?</p>	10	5	5

(2x10=20 marks)
