

**MBA (FT) Degree First Semester University End Semester Examination
March 2021**

**20-371-0104: 2301 BUSINESS COMMUNICATION
(Regular)**

Time: 3 Hours

Max. Marks: 50

PART A

(Answer **ALL** questions. Each question carries 2 marks)

1. Write short notes about three types of public speeches.
2. Discuss about Albert Mehrabian Model of communication.
3. Differentiate between four types of business writing.
4. What are the two ways of overcoming physical barriers to communication?
5. Give one example of how brands are benefitted by social listening?

(5*2=10)

PART B

(Answer any **FIVE** Questions. Each question carries 4 marks)

6. Discuss about the four elements of cultural intelligence.
7. What are the four important reasons why business communication is considered crucial for organizational survival? Substantiate with relevant examples.
8. What are the eight qualities of a great email subject line?
9. Discuss about the important parts of a memo.
10. Explain briefly about the standard components of a business letter.
11. What are the different sources of Miscommunication in Cross Cultural Exchanges?
12. What are the four different ways in which Steve Jobs used power points effectively?

(5*4=20)

PART C

(Answer any **TWO** Questions. Each question carries 10 marks)

13. 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, discuss the various strategies that can be adopted to make him comfortable.
14. 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.
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.
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.

Being an expert in the field of effective public speaking, kindly help Arthur in the following areas:

- a) How to use his voice effectively?
- b) How to effectively employ body language while speaking?

15. Developing countries often lack native engineers, so foreign engineers are often deployed for sanitation and water systems in rural communities. This is necessary to reach the United Nations Millennium Development Goals (MDG) target for accessing sanitation facilities and clean water. However, often there is a failure to manage the project effectively due to existing cultural differences between local communities and foreign engineers. This case study of one such project in Eastern Ghana, supervised by a British engineer and project manager, explores some of the critical issues that can arise in a cross-cultural project.

Issues experienced:

- The engineer expected the community to express their opinions regarding the sanitation and water project, including the procedure of the project, the design or any other facet that the community wanted to discuss. However, it was seen that apart from the elders and the chief, the community's ordinary members had certain inhibitions regarding expressing their opinions.
- It was also noticed during the project that if individuals ever voiced their opinions, they preferred not to express opinions that conflicted with what others had expressed. For instance, on a particular occasion, the engineer asked the opinions of two women in a family. After the first shared her opinion, the second woman, who was younger, was asked to share hers, but she refused to do so. Instead, she said that her mother (the other woman), had already spoken.
- In another case, the engineer approached a woman, who had some problems in walking, for her opinion. In the village, she happened to be the only lady with this problem, so her opinion was sought in order to customize the design for water collection and sanitation systems accordingly. However, this lady was reluctant to voice any opinion regarding this, as she felt that her own well-being was not so much significant considering the entire group. However, when the other women of the community were asked, one suggested a flat design so that the lady with the walking problem could collect her water easily.
- At the start of the project, the engineer could more or less comfortably organize the work schedule and ensure good progress. Many members of the community lent helping hands. However, when the project was drawing to an end, the chief showed a temporary loss of interest due to two reasons. First, his mother had died and he was arranging for the funeral. Second, he had an affair with a girl in a neighboring village and was more inclined to meet her than perform his duties.
- When the community members started returning to work, they seemed lethargic, and the engineer found it very difficult to complete the project within the stipulated deadline.

Analyze the case study based on the Hofstede's dimensions of cultural differences.

(2*10=20)