

MBA (FT) Degree First Semester University End Semester Examination- January, 2024
21-371-0104: 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. Nos.	Questions	Marks	BL	CO
1	List the benefits of intranet in business communication.	2	1	1
2	Explain the three ways of addressing an email.	2	2	1
3	State two examples of persuasive business documents.	2	1	2
4	Summarize the components of vocal variety in public speaking.	2	2	2
5	Recall the elements of cultural intelligence.	2	1	2

(5X2=10 marks)

PART B

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

Q. Nos.	Questions	Marks	BL	CO
6	"Most people do not listen with the intent to understand; they listen with the intent to reply." — Stephen R. Covey, The 7 Habits of Highly Effective People. Analyse this statement and substantiate it with the importance of effective listening.	4	4	4
7	Assume that you are a Deputy Manager of a nationalized bank. Write a five page report on the feasibility of introducing an ATM of your bank in every educational institution by including all the components of a business report.	4	4	4
8	You happened to work for the Great Insurance Corporation of India as a General Manager (Customer Care). You find that many multinational companies are coming up with very attractive insurance schemes. To retain your customers and also to expand your customer base, you are planning to	4	3	3

	introduce an innovative insurance scheme. You now have an opportunity to address a gathering where you can talk about your new scheme. With your understanding about the concept of rhetoric triangle, how will you prepare and deliver your presentation to make it very impactful?			
9	An American company is selling high-end technical goods to a potential Chinese buyer. Relations have been going well and the Chinese have been invited for a factory tour in anticipation of the contract between the two companies finally being signed. The evening after the tour, the Americans host the Chinese delegation for a dinner at a local restaurant. Upon entering the restaurant, the head of the Chinese delegation is greeted by a junior member of the US team. He asks where he should sit, to which he is told to, "sit where you like". The next day the Chinese delegation left the USA without signing any contract. Days later the US team received word that the Chinese felt humiliated and were reconsidering the business relationship. Applying your understanding about Hofstede's Cultural Dimensions, come up with observations about what went wrong and what could have been done to avoid the cultural misunderstanding.	4	4	3
10	You have attended a meeting called for middle level managers in your company. The agenda of the meeting included salary for new entrants and attrition amongst the junior employees of the company. Write minutes of the above said meeting by including all the different components of a minutes.	4	3	3
11	Analyse the barriers to effective communication that caused miscommunication in the following case: In Center Harbour, an observer recalls the day when Walter, a popular TV show anchor, steered his boat near a beach. The famous sailor was amused to see in the distance a small crowd on shore waving their arms to greet him. He could barely make out their excited shouts, "Hello Walter, Hello Walter!". As his boat came closer, the crowd grew larger, still yelling. Pleased at the reception, Walter tipped his white captain's hat, waved back, even took a bow. But before reaching the dockside, Walter's boat abruptly jammed aground. The crowd stood silent. He suddenly realized what they had been shouting: 'Low water, Low water'.	4	4	4
12	Suppose you have received a letter of complaint about a product you sold recently. Write of letter of refusal explaining why you cannot fulfil the needs of the customer incorporating all the components of a business letter. Give necessary details about the product, customer and the whole context.	4	3	4

(5X4=20 marks)

PART C

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

Q. Nos.	Questions	Marks	BL	CO
8	Assume you are the Marketing Channel Manager. Using your understanding about the AIDA model of persuasive communication, write a promotional letter to the dealers motivating them to aggressively push a particular product from your product line, suggesting attractive rewards for their sales performance.	10	6	5
14	Based on your understanding about the principles of effective business writing, write a project proposal to the CEO of South India Telecom operations for expanding cell phone service to rural areas in Tamil Nadu.	10	6	6
15	<p>Read the following letter requesting information and action from a Product Manager. Do you think it will be effective? Can you improvise and re-write it based on the 7 Cs of effective communication.</p> <p>Dear Sir,</p> <p>Because we are one of the largest banking systems in the country, we receive hundreds of resumes from job candidates every day. We need help in sorting and ranking candidates. Recently, I was reading WORKFORCE magazine, and the March issue has a story about your new software program. It sounds fascinating and we would like more information about the program. In addition to learning if the program can sort candidates into categories mentioned earlier, I am wondering if the program can sort candidates into the categories mentioned earlier, I am wondering if the program can read all the different type fonts and formats that candidate's use on their resume.</p> <p>Thank you for your cooperation</p> <p>Sincerely,</p>	10	5	5

(2x10=20 marks)
