

Reg. No.

MBA Degree PT III Semester University End Semester Examination- November, 2023

21-372-0301: 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 three latest trends in business communication. | 2 | 1 | 1 |
| 2 | Explain the relevance and use of End of Message (EOM). | 2 | 2 | 1 |
| 3 | State the importance of effective listening in business. | 2 | 1 | 2 |
| 4 | Summarize the common organizing patterns in public speaking. | 2 | 2 | 2 |
| 5 | Define cross cultural communication. | 2 | 1 | 2 |

(5X2=10 marks)

PART B

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

| Q. Nos. | Questions | Marks | BL | CO |
|---------|--|-------|----|----|
| 6 | Active listening is considered a valuable workplace skill, because it can often lead to clearer communication and build more effective relationships with your colleagues, manager, and clients. Analyse this statement and suggest techniques to ensure active listening. | 4 | 4 | 4 |

| | | | | |
|----|--|---|---|---|
| 7 | Business writing refers to written communications conducted with colleagues, supervisors, clients and other business stakeholders. The content or purpose of these communications can vary based on the category of business writing. Illustrate with relevant examples the different types of business writing. | 4 | 4 | 4 |
| 8 | As a B2B marketing manager, you have to make a presentation to your existing customers about a new product from your organization. With your understanding about the concept of rhetoric triangle, how will you prepare and deliver your presentation to make it very impactful. | 4 | 3 | 3 |
| 9 | Klaus Schmidt, a project manager at an IT company from Leipzig, is expecting a new addition to their team – Maria Silva, an IT engineer from Rio de Janeiro. Finally, Maria has arrived and Klaus has prepared a meet and greet for her. He invited all the colleagues from her future team, and they can't wait to meet her. However, just as the meeting had started and Klaus began explaining the project to Maria, she interrupted him and took control of the meeting. Everyone was flabbergasted by her behavior. Based on your understanding about Hofstede's Cultural Dimensions, identify what went wrong. Design a cross cultural communication strategy for Klaus and his team to avoid future cultural shock. | 4 | 4 | 3 |
| 10 | Assume that you attended a meeting of the purchase committee to decide the purchase of an anti-virus software for your company. Write down the minutes of the meeting by incorporating all the components of a minutes. Assume all the missing details. | 4 | 3 | 3 |
| 11 | "Nothing in life is more important than the ability to communicate effectively." - - Gerald R. Ford, former United States President. However, many things stand in the way of effective and proper communication. With your knowledge about business communication, classify the different barriers to effective communication and recommend ways to overcome the same. | 4 | 4 | 4 |
| 12 | The mobile you have bought from an online store is not working properly. Write a letter of complaint to the online store incorporating all the components of a business letter. Assume all the missing details. | 4 | 3 | 4 |

(5X4=20 marks)

PART C

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

| Q. Nos. | Questions | Marks | BL | CO |
|----------------|---|--------------|-----------|-----------|
| 13 | A retailer has requested you to supply 6 photo copier machines at 30 % discount for a valued customer. With your understanding about AIDA model of persuasive communication, draft a reply stating that the rate of discount cannot exceed 20 %. Your letter should persuade the customer to place an order in spite of declining request for extra discount. | 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 | Assume that as the Sales Officer, Lozy mattresses, Ajmer, you have received a complaint from a local dealer complaining that the two dozen mattresses sent to them have serious defects. Using your knowledge about the 7 Cs of effective communication, evaluate the situation and write an adjustment letter refusing or accepting the claim. Provide suitable details for your acceptance or refusal of the claim. | 10 | 5 | 5 |

(2x10=20 marks)

