



CBCS SCHEME

22MBA16

USN

First Semester MBA Degree Examination, June/July 2023 Business Communication

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
Q.1	a.	Define Communication.	3	L1	CO1
	b.	Differentiate Formal and Informal Communication.	7	L2	CO3
	c.	Explain different barriers of Communication with examples.	10	L2	CO2
Q.2	a.	What is Oral Communication?	3	L1	CO1
	b.	Describe the steps in two – way Communication process.	7	L2	CO2
	c.	Illustrate the principles of Oral Communication.	10	L3	CO4
Q.3	a.	Define Pre – Writing.	3	L1	CO1
	b.	List out the principles of effective written communication.	7	L1	CO2
	c.	Explain the components of Business Letter with examples.	10	L2	CO3
Q.4	a.	What is an Agenda?	3	L1	CO1
	b.	Explain different types of Business Reports.	7	L2	CO3
	c.	Explain various components of Business Report.	10	L2	CO3
Q.5	a.	What is an Interview?	3	L1	CO1
	b.	Illustrate the components of CV.	7	L4	CO3
	c.	Explain the impact of Technological advancement on Communication.	10	L2	CO3
Q.6	a.	What is Negotiation?	3	L1	CO1
	b.	Explain the factors affecting Negotiation.	7	L2	CO2
	c.	Illustrate various elements of effective presentation.	10	L4	CO3

Q.7	a.	Define Etiquette.	3	L1	CO1
	b.	Explain 3 × 3 writing process for Business Communication.	7	L3	CO3
	c.	Illustrate different types of listening with examples.	10	L3	CO4
Q.8	CASE STUDY : (Compulsory)				
	<p>Manoj works at Hotel Grand as a Manager. Each day he greets guests, answer their questions and arrange tours, transport and other activities, while they are staying in Hotel. One day Manoj had severe back pain. Unfortunately he left with no leave. He was hoping it would be a quiet day because he was not in mood to answer any queries.</p> <p>As he was resting with his head down, Priya, a guest at the Hotel came to his desk. She wanted to visit some place so she came over to Manoj and asked for his assistance. Manoj was not attentive to her request. His face showed his annoyance as he handed her a map of the City, without uttering a single word. When Priya asked him which vehicle to catch, he pointed to a bus timetable. She was very annoyed by Manoj's lack of assistance and told him so. During Priya's outburst Manoj picked up ringing telephone and turned his back on her. Priya could not believe Manoj's attitude and told him that she would take up this matter with the Management of the Hotel.</p> <p>Questions :</p>				
	a.	Describe Manoj's non – verbal Communication.	5	L3	CO3
	b.	What parts of the case study shows us examples of poor Communication?	8	L2	CO2
	c.	How could this situation improved?	7	L4	CO4
