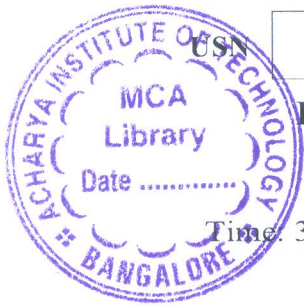


CBCS SCHEME

22MBA16



First Semester MBA Degree Examination, Dec.2023/Jan.2024
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 Informal Communication.	03	L1	CO1
	b.	Briefly discuss the characteristics of successful communication.	07	L2	CO3
	c.	Explain any four barriers to communication in detail.	10	L3	CO3
Q.2	a.	What is conversation control?	03	L1	CO1
	b.	Mention some ways to be a better listener.	07	L2	CO3
	c.	Explain the merits and demerits of formal communication.	10	L2	CO4
Q.3	a.	What is audience analysis in writing process?	03	L1	CO1
	b.	“Writing is a process that involves 3 distinct stages.” Explain the statement elaborating the 3 stages.	07	L3	CO4
	c.	You are the HR Manager at RMZ technologies. Write a bad news announcement between to all employees of RMZ technologies. Stating that the management has decided to discontinue the work from home format at the company.	10	L3	CO4
Q.4	a.	What is a press release?	03	L1	CO1
	b.	Explain the meaning of minutes of a meeting. Briefly mention the contents of minutes.	07	L2	CO3
	c.	Discuss the components of long formal report.	10	L3	CO3
Q.5	a.	What do you mean by case analysis?	03	L1	CO1
	b.	Mention the Do's and Don't's of GD.	07	L2	CO3
	c.	Discuss interview skills required to crack an interview.	10	L3	CO4
Q.6	a.	What is a Business Presentation?	03	L1	CO1
	b.	Mention some tips to deliver an effective presentation.	07	L2	CO3
	c.	Elaborate on the factors affecting negotiation.	10	L3	CO4
Q.7	a.	What are business etiquette's?	03	L1	CO1
	b.	Enumerate the different kinds of visual aids used in presentations.	07	L2	CO3
	c.	Discuss the impact of technological advancement on business communication.	10	L3	CO4

Q.8	<p>Case Study (Compulsory):</p> <p>Comprehending Verbal and Non-Verbal meanings of a message is difficult when communicators are from different cultures.</p> <p>Negotiators for a North American company learned this lesson when they were in Japan looking for a trade partner. The North Americans were pleased after their first meeting with representatives of a major Japanese firm. Although Japanese had nodded assent throughout the meeting, they rejected the entire plan. The North Americans were stunned to learn this. North Americans made a typical mistake in assuming that Japanese were nodding in agreement. In this case, the nods of assent indicated – not approved.</p> <p>Every country has a complex system of shared values, customs that produce its culture. It is important to recognize the dimensions of culture as it gives a better multicultural perspective.</p> <p>Questions :</p>			
a.	‘North Americans made a mistake in interpreting the non-verbal messages of Japanese’. Do you agree? Justify.	10	L4	CO4
b.	List any five strategies that you would adopt to make cross-cultural communication effective.	10	L4	CO4

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