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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA106

1st Semester Back Examination: 2024-25

SUBJECT: Business Communication

BRANCH(S): MM, RM, GM, FM, FM&HRM, LSCM, HRM, IB, MBA, MBA (A & M), MBA (M & F)

Time: 3 Hours

Max Marks: 100

Q.Code: R579

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) Define communication.
- b) What is active listening?
- c) Give two examples of formal communication channel.
- d) What is proxemics? Give examples.
- e) What is 'regression' in reading faults?
- f) Fill in the blanks: I) Managers _____ (be) expected to follow all the rules.
II) _____ you guide me through this place? (Polite request)
- g) What is noise in the process of communication? Give an example.
- h) Write two do's of GD.
- i) Cite two advantages of oral communication.
- j) What is empathy?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) Explain the importance of Grapevine in an organisation with suitable examples.
- b) Write an email to your senior seeking permission to be on leave for two days.
- c) How can you reduce barriers to communication? Explain.
- d) You are working as an HR Executive in TECHIE Solutions. Your HoD as observed that the employees often remain absent. You have to write a short report on absenteeism in your organisation.
- e) Why is listening important? Give reasons.
- f) Making presentations is an art. Do you agree? Explain.
- g) You are a marketing manager in an Insurance Company. You are going out of station for a conference. Write a memo addressing your subordinate, who has to carry out certain additional tasks during your absence from the office.

- h) Write a sales letter to promote your furniture brand. Remember you are into B2B sales.
- i) What are different types of Resumes? Illustrate.
- j) Explain the importance of paralanguage in speech making.
- k) What is a debate? Write a script for a debate on the topic, "Leaders are born, not made."
- l) Why is body language important? Explain with examples.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Write an application for a managerial position in your dream company. Assume that you have 3 years of experience after completion of MBA. **(16)**
- Q4** Explain the 7 Cs of communication with suitable examples. **(16)**
- Q5** You want to get funds for your startup. Write a proposal to any bank/ funding agency seeking monetary support for your enterprise. **(16)**
- Q6** Communication is the lifeblood of any organisation. Comment. **(16)**