

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 03

Course: MBA  
Sub\_Code: MBEV1002

1<sup>st</sup> Semester Regular Examination: 2024-25

SUBJECT: Business Communication

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

Time: 3 Hours

Max Marks: 100

Q.Code: R580

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)**

- Define two-way communication process.
- Mention any two etiquette to be followed while speaking over mobile phone.
- Define Oculistics and Haptics. Give an example of each.
- Correct the following sentences: I) The manager didn't got the email. II) The number of Instagram and Facebook posts are increasing every day.
- What is VAKOG?
- What is MoM in the context of a meeting? Cite two reasons for writing MoM.
- Write any two advantages of use of social media in business communication.
- Differentiate between skimming and scanning.
- What are the disadvantages of a virtual meeting? Mention at least two.
- Give an example of emotional barrier in communication.

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**

- Illustrate the process of formal communication in an organisation. Cite appropriate examples.
- Explain Kinesics. Why should a manager understand Kinesics?
- You are a bank manager in Canara Bank. One of your customers, who has taken a home loan of Rupees Twenty lacs has defaulted on two monthly installments amounting to Rupees Forty Thousand. Write a letter to this customer informing him about the consequences of not paying the installments in time.
- What is LSRW? Why do you think a manager needs effective LSRW skills?
- Explain different types of reading faults. How can you correct them?
- What is KISS in writing? Write a routine business letter to exemplify KISS and its effectiveness.
- Explain different types of listening with appropriate examples. Mention some of the barriers to listening.

- h) How does a company maintain its Public Relations? Write a press release on any event that you witnessed during BPUT Tech Carnival 2024.
- i) What are the do's and don'ts of preparing a PowerPoint presentation? Illustrate your answer with suitable examples.
- j) The following is a mail from a subordinate to his factory manager. Do you find it appropriate? Analyse it with respect to the 7 C's of Communication.

Prakash

Quality Supervisor

HPM Ltd.

22 Jan 2025

Mr. Kautalya

Factory Manager,

HPM Ltd.

Subject: Request for Early Departure for Skill Development Sessions

Dear Mr. Kautalya,

I hope this mail finds you well. I am writing to request your approval to leave the workplace one hour early every day for a period of one month, starting from 1 Feb 2025. This exception is required to enable me to attend special skill development sessions that I have enrolled for my career growth.

These sessions are aimed at enhancing my skills and knowledge in management, which will ultimately benefit the factory's operations and productivity. The sessions are scheduled to take place from 5.00 PM to 7.00 PM every day, and I will ensure that all my tasks are completed before leaving the workplace.

I will make sure that my early departure does not impact the factory's operations or my responsibilities. I will also be available by phone if anything urgent comes up during my absence.

I would greatly appreciate it if you could approve my request. Please let me know if there are any concerns or if there's any additional information you need from me.

Thank you for considering my request.

Best regards,

Prakash

- k) How is a meeting conducted? Explain. Prepare an agenda for a special board meeting of an organisation that wants to decide on employee welfare measures, CSR activities, new product launch, and new ad campaign.
- l) Respond to the following FAQs in an interview:
- I. Why did you choose MBA as a career?
  - II. What are your strengths and weaknesses? (Hint: support your claim for strengths; steps taken to improve yourself to lessen your weaknesses)

**Part-III**

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

- Q3** What are various barriers to communication? Can you remove the barriers? How? Explain with suitable examples. **(16)**
- Q4** AXIS Bank has invited job applications from fresh MBA graduates. Apply for the position of Asst. Manager (Trainee) to: The HR Manager (Talent Acquisition), Axis Bank Limited, Corporate Office, Bombay Dyeing Mills Compound, Pandurang Budhkar Marg, Worli, Mumbai - 400 025 **(16)**
- Q5** You are working for Piaggio (Automobile manufacturer). They want you to prepare a report on the reasons for the decline in sales of autos in the past one year. Prepare and submit a report to the Managing Director of the company. **(16)**
- Q6 a)** Your company is planning to go for a public awareness campaign on "Climate Change". It has been decided that a poster will be sent to all the schools and colleges of the state. Write a letter to be sent to the Principals of the schools and colleges informing them about your campaign. Also, design and enclose a poster for the campaign. **(8x2)**
- b)** Which model of persuasive communication did you use? Explain.