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First Semester MBA Degree Examination, June/July 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 the term Communication.	3	L1	CO1
	b.	What are the advantages and disadvantages of Formal Communication?	7	L1	CO1
	c.	Explain the factors responsible for effective presentation.	10	L2	CO2
Q.2	a.	Define Coherence.	3	L1	CO1
	b.	Elaborate 7C's of Communication.	7	L1	CO1
	c.	Explain briefly the concepts of Chromatics , Proxemics , Haptic and Kinesics.	10	L2	CO2
Q.3	a.	Define Crisis with any two objectives.	3	L1	CO1
	b.	Explain the process of how to read a case.	7	L1	CO1
	c.	Explain the negotiation process in detail.	10	L2	CO2
Q.4	a.	Define Presentation with its elements.	3	L1	CO1
	b.	Explain the principles of effective written Communication.	7	L1	CO2
	c.	Critically discuss the meeting documentation process.	10	L2	CO2
Q.5	a.	Define Grapevine Communication.	3	L1	CO1
	b.	Explain 3 * 3 writing process for Business Communication.	7	L2	CO1
	c.	Discuss various Etiquettes with their importance.	10	L2	CO2
Q.6	a.	Define the term Deadlock.	3	L1	CO1
	b.	Explain Shannon Weaver's model of Communication process.	7	L2	CO1

	c.	Explain Communication barriers with examples.	10	L2	CO2
Q.7	a.	Define Interview with its purpose.	3	L1	CO1
	b.	What are the problems of Cross Culture Communication?	7	L1	CO1
	c.	Explain different Technological advancement in Business Communication.	10	L2	CO2
Q.8	<u>CASE STUDY</u> : [Compulsory]				
	<p>Sai Garments, a medium sized family concern, started a small company in Bangalore. In a span of 12 years, the company has recorded an annual sales turnover of over 220 crores with over 4000 employees, in the 3 different manufacturing locations in Karnataka, with a wide dealer network. However, as the Company grew from a small to large one, the Company CEO, Mr. Shravan felt that the communication was suffering. This feeling was justified when Mr. Shravan had observed a decline in productivity and an increase in rejection rate. Mr. Shravan thought that the company was loosing its small company where, it had more control over its production and marketing operations.</p> <p>Upset by his inability to meet the requirements on time, he had shot off letters to his GM production, Manager – supplier and Marketing Manager, asking them to work as a team, put in greater effort and plan their work. The recipients of these letters in turn sent some what similar letters to their supervisory and marketing field staff, stationed at various locations. However the situation did not improve. Mr. Shravan felt that he had lost touch with the employees down the line. Therefore, he hired the services of a Management consultancy firm to study the situation and report to him.</p> <p>Questions :</p>				
	a.	What do you think are the Company's Communication problems?	5	L1	CO1
	b.	What are the alternative ways in which Communication can be established in the Company?	5	L1	CO1
	c.	How can Company get better Commitment from its employees to improve situation?	5	L2	CO2
	d.	If you have been hired as a Consultant, what will be your suggestions to Mr. Shravan to improve the Communication?	5	L2	CO2

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