

MBA I Semester Regular & Supplementary Examinations December/January 2016/2017

BUSINESS COMMUNICATION

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 Discuss the process and dimensions of communication.
OR
- 2 Identify the merits and demerits of informal communication, its uses and the ways to control it.
- 3 Explain the importance of body language with examples.
OR
- 4 Discuss the procedure to write a letter to convey good news and bad news.
- 5 Explain the importance of transactional analysis for communication between senior and junior employees.
OR
- 6 Describe the communication styles and their implications.
- 7 Identify the barriers of communication and the ways to overcome them.
OR
- 8 Explain the types of listening and suggest for effective listening.
- 9 How do you prepare unsolicited business proposal report?
OR
- 10 Discuss communication etiquette to be followed in an organization with employees from Asia and USA.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

- 11 **Case study:**
Message composition: Creating sentences

Suppose that end-of-term frustrations have produced this e-mail message to Professor Anne Brewer from a student who believes he should have received a B in his accounting class. If this message were recast into three or four clear sentences, the teacher might be more receptive to the student's argument. Rewrite the message to show how you would improve it:

I think that I was unfairly awarded a C in your accounting class this term and I am asking you to change the grade to a B. It was a difficult term, I don't get any money from home and I have to work mornings at the Pancake House (as a cook), so I had to rush to make your class and those two times that I missed class were because they wouldn't let me off work because of special events at the Pancake House (unlike some other students who just take off when they choose). On the midterm examination, I originally got a 75 percent, but you said in class that there were two different ways to answer the third question and that you would change the grades of students who used the "optimal cost" method and had been counted off 6 points for doing this. I don't think that you took this into account, because I got 80 percent on the final, which is clearly a B. Anyway, whatever you decide, I just want to tell you that I really enjoyed this class and I thank you for making accounting so interesting.
