

MBA I Semester Regular & Supplementary Examinations December/January 2015/2016

BUSINESS COMMUNICATION

(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 Explain the process of communication in detail. What are the different functions of business communication?
OR
- 2 Explain the concept of Grapevine communication.
- 3 What are the characteristics of written communication? Explain the advantages and limitations of written communication.
OR
- 4 Explain about: (a) Body language. (b) Sign language. (iii) Time language and haptics.
- 5 Write a note on Johari window.
OR
- 6 Enumerate the motivation theories to influence interpersonal communication.
- 7 What are different tools and techniques to overcome communication barriers?
OR
- 8 Explain different types of listening.
- 9 Write short note on: (a) Formal reports. (b) Layout of business letters.
OR
- 10 Write brief note on interview techniques and communication etiquette.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:**

A young gorgeous woman is standing in front of her apartment window dancing to the 1970s tune, "All Right Now" by the one-hit band free. Across the street a young man looks out of his apartment window and notices her. He moves closer to the window, taking interest. She cranks up the volume and continues dancing, looking out the window at the fellow, who smiles hopefully and waves meekly. He kisses the bottle and excitedly says, "Yesss". Then, he gazes around his apartment and realizes that it is a mess. "No!" he exclaims in a worried tone of voice.

Frantically, he does his best to quickly clean up the place, stuffing papers under the sofa and putting old food back in the refrigerator, he slips on a black shirt, slicks back his hair, sniffs his armpit, and lets out an excited, "Yeahhh!" in eager anticipation of entertaining the young lady. He goes back to the window and sees the woman still dancing away. He points to his watch, as if to say "Com on. It is getting late". As she just continues dancing, he looks confused. Then a look of sudden insight appears on his face, "Five", he says to himself. He turns on his radio and it too is playing "All Right Now". The man goes to his window and starts dancing as he watches his lady friend continue stepping. "Five, yeath", he says as he makes the "okay" sign with his thumb and forefinger. He waves again. Everyone in the apartment building is dancing by their window to "All Right Now". A super appears on the screen: "Are you on the right wavelength?"

Questions:

- (a) What is non-verbal communication? Why do you suppose that this commercial relies primarily on nonverbal communication between a man and gorgeous woman? What types of non-verbal communication are being used in this case?
- (b) Would any of the non-verbal communications in this spot (ad) not work well in another culture?
- (c) What role that music play in this spot? Who is the target market?
