

Registration No:

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

Total number of printed pages : 01

MBA  
MBA208

## 2<sup>ND</sup> SEMESTER REGULAR / BACK EXAMINATION, 2015-16

### BUSINESS COMMUNICATION

QUESTION CODE : W 556

Max marks: 70

Time: 3 Hours

*Answer Question No.1 which is compulsory and any five from the rest.*

*[The figures in the right hand margin indicate marks]*

- Q.1 Answer the following questions : 2x10
- (a) What is formal persuasion ?
  - (b) Why is effective inter cultural communication becoming so vital in today's workplace ?
  - (c) Comment on : Clear communication is key to effective negotiation.
  - (d) What are the qualities of a good paragraph ?
  - (e) What sort of attitude to employers have towards functional CVs ?
  - (f) What is an agenda ? Why is it essential for a meeting ?
  - (g) Which paralinguistic features are important for effective presentations ?
  - (h) What is stress interview ? What is the purpose of such interviews ?
  - (i) Write two phrases you can use to state you opinion in a GD.
  - (j) What do you mean by etiquettes ?
- Q.2 Explain eight categories of cultural differences. Why we need to understand these differences ? 10
- Q.3 Discuss five important aspects of effective business presentations. 10
- Q.4 Write paragraphs on : 10
- a) It is easier to speak than listen.
  - b) World War III for water.
- Q.5 It has been proposed that the working hour of your bank branch be changed to morning and evening hours, for the convenience of the customers. As a convener of the committee, formed to look into the feasibility of implementing the proposal, prepare your report with recommendations. 10
- Q.6 Discuss the do's and don'ts of a GD. How can a candidate succeed in a GD ? 10
- Q.7 Explain the link between communication skills and soft skills. Briefly explain important soft skills. 10
- Q.8 Write short notes on : 10
- a) Mobile etiquettes
  - b) E-mail etiquettes