

Registration No. :

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

Total number of printed pages – 2

MBA
MBA 208

Second Semester (Special/Back) Examination – 2013

BUSINESS COMMUNICATION

BRANCH : MBA

QUESTION CODE : E 477

Full 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.

1. Answer the following questions : 2 × 10
- (a) A diversified workforce brings competitive advantage to an organization. How far this statement is justified in the context of cross cultural communication ?
- (b) What are the modes of delivery in oral presentations ?
- (c) Comment on the following .
A business report should avoid the use of technical words.
- (d) What is negotiation ? What are the different approaches to negotiation ?
- (e) What are the techniques of persuasive communication ?
- (f) What are the advantages of a chronological resume ?
- (g) What are standard parts of a Memo ?
- (h) Identify the steps you can take to adopt cultural pluralism.
- (i) Soft skills are as important as hard skills. Comment.
- (j) How are soft skills and communication skills related ?

2. **Case Study**

Mr. Sanjit Batra did his B.Com in 2008 and then M.Com in the 2010 with accounting as his specialization. Because of performance for MBA in the job

P.T.O.

market, he could not get the lucrative job. Therefore he has to compromise with M/s Durga Electronics selling T.V., LCDs, and other electronic goods in the city of Lucknow. During his tenure, he learned the art of marketing the goods and convincing the customer.

Because of family compulsions in 2013, he has to move to his home town Jaunpur where he found job of financial services and used to advise his clients regarding the benefits of various mutual funds and other products. He used to work at computer and internet to give prompt replies to various customers regarding their financial investment plans. Though his earning were not good, but because of his home town, he was satisfied. Recently he has an opportunity to find a job in an automobile company at Lucknow.

Question :

Draft an appropriate resume for Mr. Sanjit Batra. 10

3. Discuss the cross cultural issues which affect communication across different cultures .Identify the different steps to improve intercultural communication skills. 10
4. There has been a remarkable decline in the sale of sports goods manufactured by a company. The Marketing Manager has been asked to report with recommendations for stopping the decline. Invent the necessary details and prepare the report. 10
5. What are the advantages and disadvantages of electronic mail ?State the guidelines for writing better e-mail messages. 10
6. How important it is to plan an oral presentation ? What are the five important aspects to be considered while planning for your business presentation ?10
7. Soft skills refer to a cluster of personality traits and includes competencies in the areas of Leadership, ability to work in a team and so on. Elaborate the idea. 10
8. Your company is considering a proposal to make an in –house gymnasium for office employees. Your office has around 100 employees. Make a report to give an estimate of the area, manpower, and money required to set-up and run it. 10