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Total Number of Pages: 02

MBA
MBA208

2nd Semester Back Examination – 2016-17
BUSINESS COMMUNICATION
BRANCH(S): MBA
Time: 3 Hours
Max Marks: 70
Q.CODE:Z1174

Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.

- Q1** **Answer the following questions briefly.** **(2 x 10)**
- a) What is stage fright?
 - b) What is impromptu presentation?
 - c) What are minutes? Explain its importance.
 - d) What is meant by Netiquette?
 - e) What is cross cultural communication?
 - f) What is a circular?
 - g) Outline two objectives of a business report.
 - h) What is a stress interview question? Give two examples.
 - i) Write a topic sentence on computers being a reason of unemployment.
 - j) What is consensus in a group discussion?
- Q2** Assume that your company has launched a new water purifier and you are asked to make an oral presentation on its effectiveness before a large number of customers. Write the script for this presentation in about 200 words. **(10)**
- Q3** Discuss the Do's and the Don'ts of GD. What are strategies a candidate should follow to prepare for GDs? **(10)**
- Q4** What are soft skills? How they contribute to become a good leader and team player? Discuss the relationship between various soft skills and communication skills. **(10)**
- Q5** Explain the importance of recognizing cultural variations and list five categories of cultural differences. **(10)**
- Q6** The manager of your department is concerned about the untidy appearance of the office room and tables which makes a bad impression on visitors. Draft a memo to be signed by him and circulated among the staff, asking them to maintain cleanliness and practice tidy working procedures which should enhance the organization's public image. Keep to a limit of 150 words. **(10)**

- Q7** Suppose you are facing an interview for the position of Management Trainee in an MNC, and they ask the following questions. Write your responses to the queries during the interview. **(2x5)**
- (a) How do you deal with conflict?
 - (b) Why should we hire you?
 - (c) What is more important to you: the money or the work?
 - (d) What do you think about the role of multinational companies in the Indian economy?
 - (e) What do you expect your company to do to enhance your interests?

- Q8** Write short notes (any two) **(5x 2)**
- a) Telephone etiquettes
 - b) Strategies for delivering effective presentation
 - c) Guidelines for writing better e-mail messages.