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M.B.A. (Part - I) (Semester - I) (New CBCS)

Examination, May - 2017

BUSINESS COMMUNICATION

(Paper - VI)

Sub. Code : 68307

Day and Date : Tuesday, 09 - 05 - 2017

Total Marks : 80

Time : 11.00 a.m. to 02.00 p.m.

- Instructions :**
- 1) Question No. 1 & 2 are compulsory.
 - 2) Attempt any TWO from Question No. 3, 4 and 5.

Q1) Read the following caselet to answer the questions that follow:

Due to sudden demise of one of close relatives, Mr. Ramesh hurried towards the airport. He also quickly gave off a series of instructions to Miss. Daisy, his secretary. She, with half her mind on another problem, nodded as each item was told to her but failed to take down notes. She remembered everything but that one Mr. Batliwalla was to be informed about Mr. Ramesh's sudden air dash to Delhi and hence the cancellation of a lunch at the Royal Golfers Club. An angry Mr. Batliwalla sent an email the next day that he had waited for a full hour at the club and that he did not intend to entrust his prestigious Imperial Furniture Ltd.'s advertising account to a man who could not keep an appointment.

- a) Assuming that Mr. Ramesh is out of coverage area and unable to be contacted, what would you do if you are Miss. Daisy, as soon as you receive the email from Mr. Batliwalla [10]
- b) What reply will you email to Mr. Batliwalla? Draft an email using the above details. [10]

P.T.O.

Q2) Dr. Sharma, the Director of a management institute decided to conduct a meeting for all the parents of the entire MBA department. The reason to conduct a huge meeting was to convey the seriousness of attendance of students in the classroom, active participation in classroom sessions and enthusiasm in other cultural events.

- a) Draft a letter to be posted to parents, inviting them to attend the meeting on 3rd October (2pm). Stress on the need for the parents to attend the same. [10]
- b) Draft an agenda of the meeting to be attached with letter. [5]
- c) Prepare a circular to all the teaching and non-teaching staff to get prepared for the meeting and necessary arrangements to be done. [5]

Q3) a) Explain with examples about the phrase “two ears and one mouth”. [10]
b) Explain the 7 C’s of communication. [10]

Q4) a) Define communication. Explain forms of communication with example? [10]
b) Draw and explain communication models (process). [10]

Q5) Write short notes on (any four) : [20]

- a) Semantic Barrier
- b) Kinesics
- c) Teleconferencing
- d) Social media as marketing communication tool
- e) Ethics in digital communication
- f) Skype and its application