

SH-431

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Seat No.	
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M.B.A. (Part - I) (Semester - I) (CBCS) (New)

Examination, December - 2017

BUSINESS COMMUNICATION

Sub. Code : 68307/57109

Day and Date : Wednesday, 27 - 12 - 2017

Total Marks : 80

Time : 10.30 a.m. to 1.30 p.m.

- Instructions :**
- 1) Q.No. 1 and 2 are compulsory.
 - 2) Attempt any two questions from Q.3, Q.4 and Q.5.
 - 3) Figures to the right indicate full marks.

Q1) Case Study

[20]

Jayesh, a recent college graduate, hears about a job opening at a local business firm. He calls the personnel department and sets up an appointment for an interview the next day. Jayesh, has no time to research the company or its products or to speak with any of its employees, but he feels confident that his college degree and his experience as a part time shoe salesperson have prepared him adequately. Since Jayesh has been so busy pursuing his degree and working, he has developed no outside interest.

Jayesh goes to the interview ready to discuss his college coursework and his part time employment. Instead Ms. Sulekha, the interviewer, directs the conversation to what Jayesh has to offer to the company, what he sees himself doing ten years from now, what his hobbies are, and what salary he would expect. Jayesh is completely unprepared for this and lost his confidence for many of his responses. But Jayesh listens attentively Ms.Sulekha describe the job duties, and he becomes enthusiastic about the job. He is convinced that he could do the job if given the opportunity.

List the mistakes Jayesh has made in preparing for the interview. What has he done right?

Can you think of anything he might do to make up for his mistakes?

P.T.O.

Q2) The president of your company has asked you to prepare an analytical report on one of the following problems. [20]

- a) Communication problems between supervisory staff and hourly paid workers.
- b) Productivity problems in the production division of the company.

Select your topic and submit the following:

- i) Title page.
- ii) Table of contents.
- iii) Abstract of the study.
- iv) Outline of the report.

Q3) a) Explain the importance and objectives of Business Communication. [10]
b) Draft a letter of complaint regarding receiving of defective goods. (Assume required details) [10]

Q4) a) Explain the importance of ethics in communication with suitable examples. [10]
b) What is the importance of Digital communication in business communication? Explain in detail. [10]

Q5) Short Notes (any four) : [20]

- a) Barriers to Communication.
- b) Format of Bio data.
- c) Public Speaking.
- d) Minutes writing.
- e) Essentials of group discussion.
- f) Kinesics.

