

SP-350

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**M.B.A. (Part - I) (Semester - I) (New) (CBCS)
Examination, April - 2018
BUSINESS COMMUNICATION (Paper - VI)
Sub. Code : 68307**

**Day and Date : Saturday, 28- 4 - 2018
Time : 11.00 a.m. to 2.00 p.m.**

Total Marks : 80

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

Q1) Case study: [20]

Karishma Corporation has recently organized a new kind of training. The corporation is teaching many of its employees- especially those in marketing and sales- to make decisions on the basis of non verbal communication cues. For Vinita Joshi, Vice President, focusing on non-verbal communications has become an important part of her interpersonal dealings. Several years ago, Joshi became interested in how body movements and mannerisms truly reflect what an individual is saying. Continually reading about this area of study, Joshi has been able to make decisions about potential employees and potential customers by reading them. Joshi believes that, body language can make a difference when closing the sale. or in case of hiring new employees. For example during interviews, Vinita pays constant attention to the job candidate's eye movements and mannerisms. She believes that she can correctly predict if the candidate will be an aggressive sales person while simultaneously being friendly. She does this by looking at their eyes and the way they present themselves, in one case, a hiring decision came down to two people. The first candidate was dynamic and made constant eye contact. The second candidate never made an eye contact, leaned back in his chair and crossed both his legs and arms. The first candidate demonstrated the communication skills that Joshi found are useful for marketing job. Vinita convinced that non verbal communications can play significant role in helping her organization achieve its annual sales goals. Personally, she has found that it has helped her quality' customers. For example, even though a potential customer says 'Yes'. with his arms and legs crossed forcefully, it means 'No!' Understanding this, Joshi is in better position to explore further into the possible objections the customer has. She has found that, in many cases, she is able to guide the conversation in a direction that ultimately leads to successful closing a sale.

P.T.O.

Questions:

- a) What problems might Vinita Joshi encounter by her heavy dependence on non- verbal communications?
- b) What communication guidance would you give to Joshi and individuals like her who place extremely high importance on body language? Justify your answer.

Q2) Identify and briefly discuss the communication barriers in the following situations: **[20]**

- a) My boss will fire me if I tell him about what had happened in my department this afternoon.
- b) I'm tired of this. As soon as I'm about to finish a project. I get six more to complete.
- c) This room is unpleasant for delivering a talk. There's a lot of discomfort and disturbances.
- d) In this office nobody tells me anything and nobody listens to what I have to say.

Q3) a) How to bring out effective communication for business purpose? **[10]**
b) Write a circular letter to the employees of your company about the opening of a creche and enumerate the services and equipment available there in. **[10]**

Q4) a) Draft the minutes of a meeting of the Board of Directors at which the following decisions were taken: **[10]**
i) Approval of the company's seal.
ii) Allotment of 10,000 equity shares to Mr.Mohan who supplied machinery to the company
iii) Appointment of Mr. Kapoor as the Secretary
b) Discuss the negative effect that technology-oriented communication creates in business organizations. **[10]**

Q5) Write short notes on (any four).

- a) Importance of Business Communication.
- b) Banking correspondence.
- c) Ethics in business communication.
- d) Active Listening.
- e) Chronemics.
- f) Teleconferencing.

