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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Second Semester, Master of Business Administration (MBA)

Semester End Examination; May /June - 2018

Corporate Communication

Time: 3 hrs

Max. Marks: 100

Note: Answer all **FOUR** full questions from **PART - A** and **PART - B** (Case study) is compulsory.

PART - A

- 1 a. What is a report? Discuss at length the steps in writing a report. 10
 b. Prepare an industrial visit report for a small scale industry of your choice. 10

OR

- 2 a. Discuss the importance of Proposal writing in business. 10
 b. Prepare a proposal to start a handloom business. 10
 3 a. Write the importance of presentation in the business world. Mention different type of presentations. 10
 b. A technical presentation is incomplete without visual aids. Elucidate. 10

OR

- 4 a. What is negotiation? List out and explain the factors affecting negotiation. 10
 b. Mention and explain the stages of negotiation. 10
 5 a. What are the various types and objectives of meetings? 10
 b. Prepare the agenda and minutes of a meeting held to discuss various new options of advertising for a new product. 10

OR

- 6 a. What is press release? Draft a press release on the latest achievement by your organization. 10
 b. Why are workshops conducted? Mention the layout and the procedure of the workshops. 10
 7 a. Prepare your CV. Prepare an unsolicited Cover letter. 10
 b. What are the situations when a Group Discussion is conducted? Mention the process of a Group Discussion. 10

OR

- 8 a. What is a job interview? What are the preparations to be made by the candidate attending the interview? 10
 b. Write short notes on:
 i) Intranet 10
 ii) Teleconferencing

Contd...2

PART - B (Case Study) Compulsory

9. Arup has been lucky to have been appointed as the senior manager of a firm which was known for its great networking and PR skills. Arup having passed out of a reputed university, though good at work, had the audacity which comes with power and position at a young age.

The organization which believed more in scientific approach rather than humanistic approach did well by ignoring the flip side of Arup. The organization has been yielding good revenues and great reputation. Various small organizations, investors, vendors etc., looked forward to be associated with organizations.

One such meeting with the investors required Arup to make a presentation and then sit down for business deals and negotiations. The presentation was drab and uninspiring though it had all information required by the audience. The proposal was ambiguous.

Over looking the dryness of the presentation the investors sat down for negotiation. However after certain time they showed their displeasure when Arup was on the phone intermittently. He also shared his excitement when India scored runs in the ongoing cricket match.

The investors wrote to the higher ups their dissatisfaction at the negotiator, the company had sent to discuss investment with them.

Questions:

- a. What according to you was right and wrong with Arup?
- b. How according to you could the presentation be made interesting?
- c. What are the negotiating etiquettes Arup should have followed during the negotiation?
- d. What are the communication skills and etiquettes, a senior manager should have, according to you?

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