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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 - 2019

**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 the purpose of a report? Explain its purpose, form and contents with a few examples. 10  
 b. Explain the significance of Proposal writing in Business. 10

### OR

- 2 a. What are the steps involved in drafting a report? Explain. 10  
 b. Your company has decided to launch a new brand of soap in the market. You are required to conduct a survey to find out the current brand preferences, their needs and usage patterns of the consumers in the market. Prepare a report highlighting the observations, conclusion and recommendations. 10

- 3 a. Describe the layout for effective presentation. Discuss its importance in business presentations. 10  
 b. Explain the use of visual aids in technical presentations. 10

### OR

- 4 a. Define negotiation. Discuss the importance of negotiation process. 10  
 b. Explain the various negotiation strategies. 10  
 5 a. Explain the objectives and importance of conducting and preparing minutes of meetings. 10  
 b. Draft an agenda and minutes of meeting held for streamlining the production process in your company. 10

### OR

- 6 a. What is Media management? Draft a press release announcing the launch of a new product. 10  
 b. Discuss the importance and role of Workshops. What is the layout and procedure for conducting workshops? 10  
 7 a. What are the various stages of selection during an interview? 10  
 b. Elaborate the concept of an Effective Resume. What is difference between bio data, resume and CV? 10

### OR

- 8 a. What is Group Discussion? Explain the importance of Group Discussion and skills that are assessed during selection process using this method. 10  
 b. Write a note on the following communication strategies highlighting its importance; 10  
 i) Video conferencing                      ii) Intranet

**PART - B ( Case study – Compulsory)**

9. Read the following case study carefully and answer the questions:

To:

All New sales Reps – Old and New in Years

FROM: Mr. Agarwal, Manager

DATE : April 20, 2015

SUBJECT : Training

**Dear New Staffers, both old and new in years:**

I would like to welcome you mates aboard my ship. Training begins soon and I want to let you know that with my guidance and your whole-hearted attentions, we will have smooth sailing in no time at all. Unlike the last group of new staffers who were dumber than a box of rocks. I handpicked you all and I know you will do great because the light bulb is on above your head.

My training program is based on the Indian Computer Associations most recent hand book, published two years ago.

No fears; you all will do fine, especially you younger ones one who can think on your feet.

You single people who have flexible schedules due to your lack of family commitments are in for a lot of overtime if you want it.

The meeting begins at 8.00 a.m. sharp, not 8-ish. Be on time. I gave the last old timer so much trouble he left here with his hair on fire and his backside catching.

**It is sink or swim now!**

**Questions:**

- a. Discuss the case from the point of view of communication and identify the problems.
- b. Identify the errors in this memo. What steps would you consider before drafting a communication to employees?
- c. What are the alternative ways that communication can be established effectively in the company?
- d. Redraft the memo to promote credibility and convey goodwill to the employees.

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