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P.E.S. College of Engineering, Mandya - 571 401
(An Autonomous Institution affiliated to VTU, Belagavi)
First Semester, Master of Business Administration (MBA)
Semester End Examination; Jan. - 2020
Business Communication

Time: 3 hrs

Max. Marks: 100

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

Q. No.	Questions	Marks
I : PART - A		
1 a.	Define Communication. Explain the process of communication.	10
b.	Define Negotiation. Explain the factors effecting negotiation.	10
OR		
2 a.	Discuss in detail the seven C's of Business Communication.	10
b.	How the social and cultural factors influence communication?	10
3 a.	What is the difference between Verbal and Non-Verbal communication?	10
b.	What is the importance and purpose of listening? How can you improve listening skills?	10
OR		
4 a.	What is Active Listening? Give the importance and guidelines for effective listening.	10
b.	Define Non-verbal communication. Discuss the advantages and limitations of Non-verbal communication.	10
5 a.	Define oral Communication. Discuss the advantages and limitations of oral communication.	10
b.	What are the barriers of communication? Describe ways to overcome the barriers.	10
OR		
6 a.	What do you understand by oral presentation? Discuss the factors affecting the oral presentation.	10
b.	How does language act as a barrier to communication? Explain.	10
7 a.	What is meant by writing skills? Explain features and the layout of a Business Letter.	10
b.	Explain the 3 x 3 writing Process and its importance in business communication.	10
OR		
8 a.	Elaborate in detail the principles of Letter writing.	10
b.	What is case method of learning? Explain its advantages.	10

Contd....2

PART - B (Case Study Compulsory)

9. Effective communication skills play a vital role in all aspects of life, be in work or developing social relationships or communication skills are of utmost importance. Proper communication skills help people in understanding each other and work together. But, everyone is not lucky enough to get me exposure of the real world. Things that happen in the beginning of our life often leave an indelible mark on us.

Our memories are vital because they shape our experiences, relations and sense of self. Many students who are hard working, was born in a small towns studying in diverse vernacular medium schools facing severe problem while speaking in English, not because they didn't get exposure in their school life but the society in which they are living was not used to it and the place in which they use to live was surrounded by non-English speaking area. Hence, they hesitate in interacting with those people who speaks perfect English, even though many of them are admitted in English medium schools. But, the result was disappointing every time. Many of them are amazing students in their subjects, sports, and various extracurricular activities. But their major weaknesses were to speak English with perfection.

Many of them who went on study in colleges and universities for higher education can't write and speak their own. They realized that they can't survive in workplace and their professional circuit without English. Many of them do not even make an attempt to communicate in English due to people make fun for their mistakes, scolding by teachers in the class for their poor usage of grammar and pronunciation. However, it is advisable that they should continue to communicate in English without losing hope on their speaking skills.

Students have to successfully overcome their struggle and approach their life with confidence. When a company appears for a placement programme in college, speaking skills with a polished approach is a must from the student side. If they fail to impress, rejection is very much evident. In order to avoid the pitiable situation, each student has to start working on their speaking skill and get through their group discussion and personal interview. They have to do self discovery and work on continuous improvement. If there is no struggle, there is no progress. They have to climb the ladder and achieve their cherished goal. They have to take initiative in reading, writing and speaking in their daily life. The zeal of learning English has to be intense in their-action. Without any procrastination, the students should be glad in achieving their goal of effective English communication.

Questions:

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| a) What are all the environment factors that could affect your communication skills? | 5 |
| b) Do you agree with this statement “you are a product of your surroundings” Give your comments. | 5 |
| c) What measures one can follow in order to improve communication skills? | 5 |
| d) Do you think negative motivation is necessary for enhancing your speaking skills? | 5 |