



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; April / July - 2021

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	BLs	COs	POs
PART - A					
1 a.	Define communication and explain its various classifications.	10	L1	CO5	
b.	What are the objectives of upward and downward communications?	10	L1	CO5	
OR					
2 a.	Define communication network. Briefly outline the forms / types of communication network.	10	L1	CO5	
b.	What are the essentials/principles (7C's) of effective communication?	10	L1	CO5	
3 a.	Elucidate on the importance of listening skills in business.	10	L5	CO4	
b.	An effective manager listens 70% and speaks 30%. Justify this statement with a situation and example.	10	L4	CO5	
OR					
4 a.	What are the principles of good listening? Discuss.	10	L1	CO1	
b.	What are the factors that effect listening adversely? Briefly discuss means to overcome them.	10	L1	CO1	
5 a.	Define conversation control. Explain the importance of empathy and reflection in conversation.	10	L1	CO3	
b.	What are the factors contributing towards the effectiveness of communication? Discuss.	10	L1	CO3	
OR					
6 a.	How can we bring out effective oral communication?	10	L1	CO1	
b.	Discuss the importance of effective oral communication in modern day business management and describe the three important aspects of oral communication.	10	L6	CO1	
7 a.	Discuss on essential characteristics of good business letter.	10	L3	CO4	
b.	What is a routine letter? Discuss different business situation in which routine letters are drafted.	10	L1	CO4	
OR					
8 a.	Explain the steps involved in solving a case study? Explain	10	L1	CO2	
b.	Identify the skills developed from solving case studies.	10	L3	CO2	

PART - B Case study (Compulsory)

9. In his famous book, *On Writing Well*, William Zinsser cautions potential writers about some common pitfalls of writing. Zinsser maintains that if the reader is unable to keep pace with the writer's train of thought, it is not because the reader is lazy or dumb. Rather, this difficulty can be attributed to the author, who, because of the many forms of carelessness, has failed to keep the reader on the right track. The "carelessness" Zinsser alludes to may be of many kinds:

Writers often write long winding sentences and switch tenses mid-sentence. Also, a sentence may not logically flow from the previous sentence, although the writers know the connection in his or her head. This makes it hard for the reader to make sense of what is being said, and they lose track. Sometimes, writers don't take the trouble of looking up a key word, and end up using the wrong word. For example, the word "sanguine" (confidently optimistic and cheerful) may be confused with "sanguinary" (accompanied by bloodshed) which changes the meaning of a piece drastically.

Surprisingly often, writers do not know what they are trying to say. So, they should always question themselves about what they are trying to say, and if they have said it. They should re-read the piece and ask themselves: "Will it be clear to a person who reads it for the first time?" If the answer to this question is "no", it means that some "fuzz" has crept into the writing.

Says Zinsser, "The clear writer is a person who is clear-headed enough to see this stuff for what it is: fuzz." He further adds that thinking clearly is an entirely conscious act. It's not as if some people are clear thinkers and therefore, clear writers, and others are born fuzzy and can't hope to write well. The ability to write well comes from clear thinking and logic, which a writer should constantly aim to inculcate.

Unless Zinsser's list of potential obstacles to clear writing is kept in mind, a writer runs the risk of turning in a piece where the reader is left wondering who or what is being talked about.

Questions:

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| a. | What is fuzz? Explain Zinsser's notion of fuzz with few examples. | 10 | L3 | CO2 |
| b. | Do you believe that some people are born writers? Give reasons for your answers. | 10 | L3 | CO4 |