



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; June - 2022

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.	List the characteristics of successful communication. Discuss the importance of effective communication in management.	10	L1	CO1	
b.	Discuss the communication structure in organizations in general. Narrate the role of communication in crisis management and negotiation.	10	L6	CO3	
OR					
2 a.	What is the purpose of Communication? Elucidate, discuss the process of communication.	10	L6	CO1	
b.	Summarize the role of communication in cross cultural setting.	10	L2	CO3	
3 a.	Illustrate the different types of listening.	10	L2	CO1	
b.	List out the barriers to listening and discuss how the barriers could be overcome.	10	L1	CO5	
OR					
4 a.	Describe nonverbal communication? Discuss the classification of nonverbal communication.	10	L6	CO1	
b.	Discuss various characteristics and advantages of nonverbal communication.	10	L6	CO1	
5 a.	Summarize the factors to be kept in mind while choosing the appropriate form of communication for the communication to be effective. Discuss.	10	L2	CO5	
b.	Discuss the conversation control. Explain with example.	10	L2	CO5	
OR					
6 a.	List and discuss various barriers to communication.	10	L5	CO1	
b.	Describe oral Communication. Explain the principles of successful oral communication.	10	L5	CO1	
7 a.	Discuss the principles of effective writing.	10	L6	CO2	
b.	Draw the 3×3 writing process. Explain the 3×3 process.	10	L5	CO5	

OR

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| 8 a. | Develop the layout of a standard business letter. Discuss in brief the difference in approach in writing pleasant and unpleasant letters. | 10 | L3 | CO2 |
| b. Construct short notes on; | | | | |
| i) | Blog | 10 | L3 | CO1 |
| ii) | Memos | | | |

PART - B Case study (Compulsory)

9. Suresh is one of the senior executives in Atop solutions Pvt. Ltd., He has been servicing the organization for the last 12 years and has grown up the hierarchical ladder by sheer dedication and hard work. He stands for integrity and preaches the same to his colleagues and team members.

Last week Suresh came across a junior executive in his team forwarding his resume to another company, to seek job. Suresh was upset with the behavior of the staff as he was using company's resources to find another job. Suresh being straight forward in his approach pointed out to the staff that it is unethical on the part of the staff. He was visibly upset and rude in his conversation with the staff.

The conversation between Suresh and the junior executive was observed by Suresh's boss Kulkarni. Kulkarni called Suresh to his cabin and collected information on the incident and tried to tell Suresh that it is very common, especially in the modern corporate. Suresh decided to disagree with his boss and told 'all modern practices may not be right' and exited the office. Kulkarni had a mocking smile on his face and murmured 'emotional fool'.

Questions:

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|----|----------------------------------------------------------------------|---|----|-----|
| a. | Do you agree with Suresh? Discuss | 5 | L6 | CO2 |
| b. | If you were the junior staff, what would have been your reaction? | 5 | L1 | CO2 |
| c. | Do you agree with Kulkarni comment? Discuss. | 5 | L6 | CO2 |
| d. | What would have been your reaction if you were in Kulkarni position? | 5 | L1 | CO2 |

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