



# 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; October -2022

Corporate 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
<b>PART - A</b>				
1 a.	What are the steps for writing report? Explain the different forms of reports.	10	L4	CO1
b.	What is business proposal? Why is a business proposal important?	10	L3	CO1
<b>OR</b>				
2 a.	Explain in detail, what is a business plan and its importance.	10	L4	CO1
b.	Discuss the importance of visual aids in a business presentation.	10	L3	CO1
3 a.	What are the various elements of presentation?	10	L4	CO1
b.	What are the stages of negotiation process and factors affecting negotiation?	10	L3	CO1
<b>OR</b>				
4 a.	Explain different types of meetings and their objectives.	10	L4	CO1
b.	Differentiate between agenda and minutes of the meeting with examples.	10	L3	CO1
5 a.	Discuss the differences between seminar and conference.	10	L4	CO1
b.	Explain the purpose and objectives of press release and press conference.	10	L3	CO1
<b>OR</b>				
6 a.	What is a workshop? How does it help in the improvement of organizations?	10	L4	CO1
b.	What are business etiquettes? What is the role of business etiquettes in the growth of an organization?	10	L3	CO1
7 a.	Explain the objective and stages of Group discussion.	10	L4	CO1
b.	Discuss the difference between internet and intranet.	10	L3	CO1
<b>OR</b>				
8 a.	What are the different types of resume? Prepare a functional resume.	10	L4	CO1
b.	Mention the advantages and disadvantages of Video conferencing.	10	L3	CO1

Contd ... 2

**PART - B (Case Study Compulsory)**

9. Anand and Amar attended the selection process by a company after their post graduation studies. The selection process included resume screening, aptitude test, psychometric test, Group discussion, technical and HR interview.

They were told to take the selection board through their resumes. Anand mentioned his parents' names, about his schooling and college.

Amar introduced himself by mentioning his achievements, skill set, abilities and aspirations.

In the group discussion Anand displayed his mastery over the topic as his communication ability and knowledge base was strong while Amar spoke only a couple of valid points and encouraged all to participate and voice out their observations and knowledge.

In the technical round both Anand and Amar were quick to answer all questions with relevant answers. However in the HR rounds Anand wanted to know his job profile roles and responsibilities well and mentioned his flexibility in terms of work hours, location and salary while Amar was vague about information about the job profile, roles and responsibilities.

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|---|---|----|-----|
| a. What was the difference in the introduction given by Anand and Amar?     | 5 | L3 | CO5 |
| b. Who according to you comes out as a possible selected candidate and why? | 5 | L3 | CO6 |
| c. Why does selection process comprise of so many levels of screening?      | 5 | L6 | CO4 |
| d. Who would, according to you be the ideal candidate to be selected? Why?  | 5 | L6 | CO2 |

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