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## P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belgaum)

**First Semester; Master of Business Administration (M.B.A)**

**Make-up Examination; Feb -2016**

**Business Communication**

*Time: 3 hrs*

*Max. Marks: 100*

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

### PART - A

- 1 a. How to improve communication in negotiation. 10  
 b. Distinguish between high context culture and low context culture. 10

**OR**

- 2 a. Explain the importance of Effective communication. 10  
 b. What are the types of communication network? 10  
 3 a. Explain the process of listening. 10  
 b. What are the barriers of listening? 10

**OR**

- 4 a. Write a note on : 10  
 i) verbal communication 10  
 ii) Non-verbal communication.  
 b. What are the functions of nonverbal communication? 10  
 5 a. Explain the various forms of oral communication. 10  
 b. What do you understand from the term “sequential conversation”? 10

**OR**

- 6 a. Identify various types of communication barriers. Explain in brief. 10  
 b. What are the major benefits of oral communication in business context? 10  
 7 a. “Writing is an art” elaborate. 10  
 b. Explain the purpose of writing. 10

**OR**

- 8 a. What are the principles of effective writing? 10  
 b. Discuss the 3 x3 writing process of business communications. 10

### PART - B

9. **Case Study : (Compulsory)**

I don't want to speak to you. Connect me to your boss in the US.” Hissed the American to the phone. The young girl at Bangalore call centre tried to be as polite as she could.

With the increasing resentment over jobs lost to countries like India and Philippines, hate calls and mail area common occurrence, say call-centre executives and industry experts. According to them, many callers from the west refuse to speak to Indian. When callers are unhappy with the fact that jobs are being outsourced to low-cost offshore destinations, their frustration often turns racist. A young girl at a call centre recalls how a Londoner unleashed himself “young lady, do you know that because of you Indians we are losing jobs?

Call centre employees are advised to “be cool” to such situations. They are often taught how to use neutral accents and say “zee” instead of “zed” and some call centres even try to educate their employees about American lifestyle and culture. Some call centres provide gyms and pools tables to help the employees counter the stress they experience as a result of irate of racist calls.

The furor raised by the western media over the jobs losses because of outsourcing has made many citizens resent the fact their call are answered by people in foreign locations, Angry outbursts area a reality that calls centre executives are trained to deal with “It’s happening often enough, so let’s face it”, says a senior executive of a Gurgaon call centre, adding “this doesn’t have any impact, on business”.

**Questions:**

- a) “Keep you cool” what does this mean in terms of business courtesy? 10
- b) Do you agree with the view that such abusive conversations on the telephone do not have any impact on business? Give reasons for your answer? 10

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