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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 (MBA)

Semester End Examination; Jan/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. Explain the process and purpose of communication. 10
- b. Write a note on the significance of cultural awareness in the current scenario of International business. 10

OR

- 2 a. List and explain any FIVE and barriers to effective communication. 10
- b. Describe the channels of communication. Give two examples for each. 10
- 3 a. Elucidate on the importance of listening skills in business. 10
- b. What are the advantages and disadvantages of non-verbal communication? 10

OR

- 4 a. Write a note on organizational body language. 10
- b. How is listening different from hearing? List and explain the various types of listening. 10
- 5 a. What are the principles of effective oral communication? 10
- b. What is conversation control? What are the three major tricks to control any conversation? 10

OR

- 6 a. How can we bring about effective oral communication? 10
- b. List any five advantages and five disadvantages of oral communication. 10
- 7 a. Explain the 3 x 3 writing process for business communication. 10
- b. Write a note on the importance of business letter, explaining its structure. 10

OR

- 8 a. Describe the four elements that are encompassed in the indirect plan for persuasive message. 10
- b. Write three negative and three positive messages that you have recently come across. 10

Contd....2

PART - B9. **Case Study:**

Mr. Ramesh Gupta and Prakash Bhandari are in the system integration contract employees, who were responsible for co-ordinating with manufacturers who have returned some electronic goods for repair.

Mr. Ramesh and Prakash sit in adjacent seats in the office. However, they have never developed a practice of exchanging any messages through oral communication. All their interaction happens through e-mails.

Presently the issue needs to be addressed immediately and the client needs an early reply from them.

Questions:

- a) What mode of communication would suit the situation? Why? 10
- b) What strategy can be adopted for breaking the communication barrier between the two? 10

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