



## 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 - 2017**

**Business Communication**

*Time: 3 hrs*

*Max. Marks: 100*

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

### PART - A

- 1 a. Explain the features and objectives of communication. 10  
 b. Explain the process of communication with a neat diagram. 10

### OR

- 2 a. Write a note on the significance of cultural awareness in the current scenario of International business. 10  
 b. Define communication network. Briefly outline the forms/types of communication network. 10  
 3 a. An effective manager listens 70% and speaks 30%, justify this statement with a situation and example. 10  
 b. Define oral communication. Briefly explain various forms of oral communication. 10

### OR

- 4 a. Write short note on : 10  
 i) Verbal versus Nonverbal Communication  
 ii) Barriers to Communication.  
 b. What are the principles of good listening? Discuss. 10  
 5 a. Define conversation control. Explain the importance of empathy and reflection in conversation. 10  
 b. How can we bring about effective oral communication? Explain. 10

### OR

- 6 a. What are the principles of effective oral communication? Explain. 10  
 b. Discuss the principles of effective writing. What are the merits and demerits of written communication? 10  
 7 a. Explain the 3x3 writing process of business communication. 10  
 b. What is a case study? Discuss the significance of case study in management studies. 10

### OR

- 8 a. What are the steps involved in solving a case study? Explain. 10  
 b. Identify the skills developed from solving case studies. 10

**PART - B (Compulsory)****9. Case Study:**

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

Mr. Ramesh and Mr. 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?
- b) What strategy can be adopted for breaking the communication barrier between the two?

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