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

(An Autonomous Institution affiliated to VTU, Belgaum)

Second Semester - Master of Business Administration (MBA)

Semester End Examination; June - 2016

Corporate Communication

Time: 3 hrs

Max. Marks: 100

Notes: Answer any **FOUR** full questions from **PART- A** and **PART – B** is compulsory.

PART - A

- 1 a. Present the frame work for writing a report. Discuss various types of reports. 10
 b. What is a proposal? Draft proposal to start a small scale industry. 10

OR

- 2 a. Define Report. Mention in detail the steps to be kept in mind while drafting report? 10
 b. What are the essentials of writing report? Explain in detail. 10
 3 a. Explain the importance of visual aids to make a business presentation effective. 10
 b. What is negotiation? What are the factors affecting negotiation? 10

OR

- 4 a. What is presentation? Explain various elements of a presentation? 10
 b. What do you mean by negotiation strategy? Explain the various stages of negotiation process. 10
 5 a. What are the general objectives of meetings? How is a meeting planned and executed? 10
 b. What is media management by an organization? Why is media management important for an organization? Explain. 10

OR

- 6 a. Prepare an agenda and minute of the meeting for the meeting conducted to discuss the launch of the new product by an organization manufacturing FMCG products. 10
 b. Why are etiquettes important in business environment? List out some of the common and important business etiquette practiced generally. 10
 7 a. Draft you CV as an MBA graduate for the post of practitioner, Finance & Accounts in a Financial firm. Enclose a cover letter along with the CV. 10
 b. What are the objectives of conducting Group discussions during selection process? Explain how an effective GD is conducted. Mention the various stages. 10

OR

- 8 a. Explain in brief the importance of interviews and various forms of interviews. 10
 b. Write short notes on :
 i) Email etiquettes 10
 ii) Video conferencing as the most cost and time effective type of meeting.

PART - B9. **CASE STUDY: Compulsory**

As per the directive of RBI a leading private bank has opened its branches in rural parts of the country. Mr. Sukumar from Bangalore has been posted to a rural branch as a branch manager with his four member team. The manager and his team are born and brought up in the urban areas of the country, sighting this reason the manager and his team is opposing their transfer. The manager and the team has decided to write a letter to HR Manager of the company requesting the cancellation of the transfer.

Questions:

- a) Is the bank right in transferring the urban branches employees to rural areas? Justify your arguments.
- b) According to you is it right on the part of the manager and his team to oppose the transfer.
- c) If you were in the position of Mr. Sukumar, what would have been your move?
- d) Draft a letter to the HR manager of the bank requesting the cancellation of transfer.

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