

**Code No: EG1901**

**GEC-R14**

**MBA I Semester Regular/Suppl. Examinations, December 2015**

**BUSINESS COMMUNICATION & SKILL DEVELOPMENT**

**(Master of Business Administration)**

**Time: 3 Hours**

**Max. Marks: 60**

**Note:** Answer All Sections of Questions

All Questions from **Section-A** are to be answered at one place.

**SECTION-A**

**6 × 2 = 12M**

1. Write a short note on elements of Visual Communication.
2. Explain briefly the importance of Telephone Communication.
3. Write a short note on Informal/Semi-formal Interview.
4. Briefly present the objectives of Report Writing.
5. Write a note on multi point (Video) Conferencing system.
6. Write the importance of Attire (Dress code) in an Interview.

**SECTION-B**

**3 × 12 = 36M**

1. a) Discuss the communicative elements in a selection of Interview and present an essay on various techniques employed in the process.  
OR  
b) What are the features of Effective presentation?
2. a) Discuss the style and format of Press reports.  
OR  
b) Present an analytical essay on the models of Interpersonal communication.
3. a) Discuss the ways of Managing motivation with special reference to needs.  
OR  
b) Write the difference between Formal and Informal communication.

## SECTION-C

1 × 12 = 12M

**Read the following Case and answer the question that follows (Compulsory)**

A German Junior executive, Michael, working in a Computer graphics company, was unaware that he was making his team angry. They thought he behaved arrogantly and he seemed to think he was better than they were.

He was up for a promotion, but unfortunately no one wanted to work with him, nor recommend him. That's when the company called the Manager to see whether Michael was even aware of the feelings of his team. When the Manager talked to him, he didn't understand why people around him weren't as friendly as he expected them to be. So, the manager first had to identify the inconsistencies in the communicative patterns of Michael and what attitudes he showed and why he was annoying people in order that corrective measures can be taken.

### **Case study Question**

1. Imagine that you are the Manager and present how would you see that Michael improves his communication.

\*\*\*