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Code No: EG2901

GEC-R17

MBA I Semester Regular Examinations, December 2017

BUSINESS COMMUNICATION

(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 the art of persuasion.
2. What is intrapersonal communication?
3. What is meant by 'appropriateness' in a business letter?
4. What is a performance report?
5. What is an appraisal interview?
6. How do facial expressions and gestures help to communicate better?

SECTION-B

3 × 12 = 36M

1. a) Explain the importance of horizontal and vertical channels of communication.

(OR)

- b) What is meant by grapevine communication? How can its harmful effects be controlled?

2. a) What are the essentials of Effective Business Correspondence?

(OR)

- b) Explain the Models of Interpersonal Communication.

3. a) Provide a detailed explanation of the types of business reports.

(OR)

- b) What are the techniques to follow to become an effective interviewer?

SECTION-C

1 × 12 = 12M

CASE STUDY (compulsory)

Read the following case and answer the questions that follow.

Brahma Steels Limited is a big factory with a turnover of Rs.100 crores and with 4000 workers. You are an aspiring entrepreneur and you went to that factory to meet its Manager Mr. Krishna, to know about the best practices followed in the factory. While you were conversing with Mr. Krishna, he was interrupted several times. First, his assistant called him to get his approval to take some material from the office stationery. Next, one of his suppliers called him to inform him that the order placed by the factory is ready for dispatch. Then, a customer rang him up to know if there could be a discount in the percentage on the product ordered by him. At this juncture, you witnessed Mr. Krishna rejecting his request and speaking to the customer rudely. Finally, a supervisor came to him to complain that one part of a machine in the production department was broken and the production may suffer. On hearing that, Mr. Krishna unmindful of your presence, left the cabin to observe the machine immediately.

Question:

Is Mr. Krishna performing the role of a manager? What are your suggestions to improve his managerial style?
