

END TERM EXAMINATION

FIRST SEMESTER [MBA] NOVEMBER - DECEMBER 2017

Paper Code: MS-111

Subject: Business Communication

(Batch 2017 Onwards)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 As a volunteer for a non profit organization in your town engaged in creating awareness for cancer, you have been asked to write the fundraising letter for the organization. Write a letter explaining clearly and convincingly the purpose and need for the same.
- Q2 Explain the process of communication. Discuss in detail the barriers and gateways to communication.
- Q3 What are the essentials of effective resume writing? Write your detailed resume keeping in mind the same.
- Q4 Explain the differences between oral and written communication. Recall the team presentations that you have seen in your classes. What qualities made some team presentations better than the others?
- Q5 Differentiate between high context and low context culture. How would you prepare a Japanese employee to join an American firm, keeping in mind the cultural differences?
- Q6 (a) What are ethical dimensions of business communication? Discuss with an example.
(b) Assume that you are a manager at a firm which uses blog as a medium of communication. Write a blog to your employees, encouraging them to participate in upcoming New Year celebrations in the office.
- Q7 Write short notes on **any three** of the following:-
(a) Negotiation Process
(b) Role of active listening
(c) Business Communication via social network.
(d) Parts of a project report.
