

CODE: 17CE00106

MBA I Year I Semester Supplementary Examinations, March 2018

BUSINESS COMMUNICATION

Time : 3 hours

Max Marks : 60

PART-A

Answer all **five** units (05 × 10 = 50 Marks)

UNIT-I

1. Why communication is important in management? Explain the communication process.

OR

2. Explain the advantages and disadvantages of upward communication.

UNIT-II

3. Explain the advantages and limitations of written communication.

OR

4. What do you mean by proxemics? Explain the four distinct zones of physical space.

UNIT-III

5. Explain various communication models.

OR

6. What is interpersonal communication? How does effective communication impact motivational climate of an organisation?

UNIT-IV

7. What is effective listening? Explain sources of difficulty by the listener and also various techniques for effective listening.

OR

8. Explain various ways of overcoming barriers to communication.

UNIT-V

9. Explain steps involved in effective oral presentation.

OR

10. Explain the elements of effective writing.

Continued in page 2

PART-B

Compulsory Question. (01 × 10 = 10 Marks)

11. Case Study:

Mr. and Mrs. Basu went to Woodlands apparel to buy a pullover. Mr. Basu did not read the price tag on the piece selected by him. At the counter, while making the payment, he asked for the price. Rs. 950 was the answer. Meanwhile, Mrs. Basu who was still shopping came back and joined him. Looking at the pullover tag, she pointed out that there was a 25% discount on it. Mr. Basu was thrilled to hear that. "It means the price of this pullover is just Rs. 712" said Mr. Basu.

He decided to buy one more pullover in green colour. When he received the cash memo for payment, he was astonished to find that he had to pay Rs. 1900 and not Rs. 1424. Mr. Basu could hardly reconcile himself to the fact the counter person had quoted the discounted price which was Rs. 950. The original price printed on the price tag was Rs. 1266.

Answer the following question:

1. What should Mr. Basu have done to avoid the misunderstanding? How did this communication gap occur? Suggest a rectification.
