



PAPER ID-411947

Printed Page: 1 of 2
Subject Code: KMBN107Roll No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

MBA
(SEM I) THEORY EXAMINATION 2021-22
BUSINESS COMMUNICATION

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

Attempt all questions in brief.

SECTION A

(2 x 10 = 20)

Q. No.	Question	Marks	CO
1.	a Define the term business communication.	2	1
	b Enumerate the difference between code and content.	2	1
	c Describe the role of clarity and brevity in written communication.	2	2
	d Discuss electronic writing with at least one example.	2	2
	e Ascertain the factors responsible for audience analysis in any presentation.	2	3
	f Examine the difference between positive and negative messages.	2	3
	g Explore the importance writing CVs in employment communication.	2	4
	h Analyze two do's of group discussion.	2	4
	i Explain how agenda can play a major role in planning in meeting	2	5
	j Examine the role of the following: 1. Teleconference 2. Video Conference	2	5

SECTION-B

(15x2=30)

Q. No.2	Note: - Attempt Any 2 Questions.	Marks	CO
a.	CASE ANALYSIS Michael is an intern at a law firm. He is hired for a two-month internship programme which includes assisting advocates, interacting with their clients and attending court sessions. He did not use professional language and sometimes ended up being rude to his seniors. This created confusion and a communication block between him and the others in the workplace. Michael's non-verbal communication skills lacked miserably. His body language was off-putting, and he often gave off a negative vibe. Not only was he unable to solve given problems but he also lacked the ability to make decisions. However, after a few days, Michael's performance suffered greatly which led to inefficiency and client dissatisfaction. Upon examining Michael's work habits closely, the manager realized that he lacked interpersonal skills.		
	b. In order to improve Michael's interpersonal skills, analyse at least 10 tips to improve his work place communication skills?	15	2
	c. Keeping flow of communication in mind, classify what he should do for a better understanding and the emotional disposition of people for the conduction of smooth functionality at the workstation?	15	3
	d. Ascertain the circumstances where passive communication may be in your best interest, even though your needs may not be met?	15	3

