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Roll No. _____

5684

MBA First Year 2nd Semester

Examination, 2015

Business Communication

Paper No. : 201

Time Allowed : Three Hours]

[Maximum Marks : 75

Note : Attempt **all** Questions. **All** questions carry equal marks.

Unit - I

1. Identify seven communication skills that employers expect from their employees. Why do you think that good communication improves employee attitudes and performance? Explain.

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OR

Explain the greatest challenge for a manager while performing his/her job? How can you ensure ethical communication?

Unit - II

2. If a colleague needs to convert a 10 page report to a presentation, what advice would you give in terms of converting paragraphs of text to effective electronic slides? Identify types of non-content slides you can use to support the presentation.

OR

Is it important to establish trust relationship when communicating? If yes, how can you establish your trust? Enumerate four pillars of trustworthiness.

Unit - III

3. While giving feedback, how can you make sure that your feedback is constructive? Enumerate the points you will like to follow while receiving feedback.

OR

Clarify the importance of nonverbal communication and describe six categories of non-verbal communication.

Unit - IV

4. Explain the importance of recognising cultural variations and list categories of cultural differences with description.

OR

Describe the listening process and explain how good listeners overcome barriers at each stage of the process.

Unit - V

You are General Manager of a company. You requested that senior managers must spend their thirty minutes time during recess in the office canteen and have tea with the subordinates. The managers find this order draconian and refused collectively by writing a letter to you to restore the routine of having the tea in their rooms. You are hurt with such response.

- (1) What would you do as the most rational response to handle this situation?
- (2) How can you turn this situation in your favour?