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Roll No. \_\_\_\_\_

**2740**

**MBA First Year 2<sup>nd</sup> Semester  
Examination, 2012**

**Subject : Business Communication**

**Paper No - 201**

**Time Allowed : Three Hours] [Maximum Marks : 75**

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

**Unit - I**

1. What is Strategic communication? Enumerate steps involved in successful strategic communication.

**OR**

Differentiate between ethical dilemma and ethical lapses. How can you ensure ethical communication?

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**Unit - II**

2. Describe the steps you can take to improve the clarity of your writing and to make your writing more concise.

**OR**

Highlight major issues to be considered while you are preparing to give a presentation online. Identify types of non-content slides you can use to support a presentation.

**Unit - III**

3. Elaborate how information can be transmitted and interchanged effectively by means of technology with customers and co-workers.

**OR**

What is feedback? Enumerate the points you will like to follow while receiving feedback.

**Unit - IV**

4. Explain the importance of recognizing 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**

**(Case)**

5. The weeklong meeting with your new business partner in Hong Kong went well. Over the long dinners during which you hashed out various details of the contract, you also sensed a friendship beginning to form. Your business partner was even kind enough to drive you to the airport when you left on Friday afternoon.

As you said good-bye, you impulsively reached out to give him a quick hug around the shoulder, with one arm only, to express that new sense of friendship. you were quite surprised when he stood as stiff as a statue and didn't return the gesture. What happened to the friendship? Have you misread the signals all the week?



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No, you probably just missed a key point of nonverbal behavior in Hong Kong culture, where business people are unaccustomed to colleagues making any kind of physical contact. Nonverbal cues vary widely between cultures.

**Questions :**

1. How can you learn about subtle differences between cultures?
2. How could watching a movie from another country help in this regard?
3. One of your co-worker, originally from Saudi Arabia, stands so close when you speak to him that it makes you uncomfortable. Do you tell him of your discomfort or try to cover it up ?