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Roll No. _____

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**MBA First Year 2nd 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 ?