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Roll No. _____

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**M.B.A. First Year Spring Semester
Examination, 2016-17**

Course Name : Business Communication

Course Code : MAN 508

Time Allowed : Three Hours]

[Maximum Marks : 60

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.

OR

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

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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 credibility when communicating with strange audience? If yes, how can you establish your credibility?

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 recognizing cultural variations and list categories of cultural differences with description.

OR

What do you understand by "Six Thinking Hats"? How may this technique be used in day-to-day life?

Unit-V

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? Had you misread the signals all week?

No. you probably just missed a key point of nonverbal behaviour in Hong Kong culture, where businesspeople are unaccustomed to colleagues making any kind of physical con-

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tact. Nonverbal cues vary widely between cultures.

To adjust your nonverbal communication to other cultures, learn as much as you can. Consult books, seminars, and motion pictures on cultural differences. Try renting movies and television shows from other countries. Examine illustrations in news and business magazines to get an idea of expected business dress and personal space. Above all, remain flexible as you interact with people from other cultures.

Questions :

1. Explain how watching a movie from another country could help you prepare to interpret nonverbal behavior from that culture correctly-or incorrectly.
2. One of your co-workers is originally from Saudi Arabia. You like him, and the two of you work well together. However, he stands so close when you speak with him that it makes you uncomfortable. Do you tell him of your discomfort or try to cover it up?