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

## **PGM-45983**

### **MBA First Year Spring Semester Examination, 2018**

**Subject: Business Communication**

**Paper No: MAN 508**

*Time Allowed : Three Hours]*

*[Maximum Marks : 60*

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

#### **Unit-I**

1. "When you accept as a fact that I feel what I feel, no matter how irrational, then I can stop trying to convince you and get on with understanding what's behind that irrational feeling and when that's clear, the answer will be obvious and I won't need advice". Explain the text in context of listening.

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**OR**

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

**Unit-II**

2. What do you understand by direct and indirect approach to present the information? How will you choose one of the two?

**OR**

What is e-mail? Explain the dos and don'ts of writing professional e-mails.

**Unit-III**

3. "An apology is the superglue of life. It can repair just anything" In the light of this statement explain anatomy of apology.

**OR**

What is buffer? Give examples. What steps should be taken to ensure the ethicality of buffers?

**Unit-IV**

4. What can speakers do to maintain control during the question-and-answer period of a presentation?

**OR**

What is "death by Power Point"? How can you avoid this? How does Guy Kawasaki's "30 point rule" can help you?

**Unit-V**

5. Because of your excellent communication skills, your boss always asks you to write his reports for him. When you overhear the CEO complimenting him on his logical organization and clear writing style, he responds as if he'd written all those reports himself. You're angry, but he's your boss.

Questions:

1. What would you like to do while following four essentials of speech?

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2. How can you avoid four sins of speech under the circumstances?