

**MBA First Year (Autumn Semester)
Examination, 2019-20**

BUSINESS COMMUNICATION

Paper : MAN 518

Time : Three hours

Max. Marks : 60

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

Unit - I

1. (a) Your company has relocated to a U.S. city that has strong Vietnamese subculture. Many employees will be from this subculture. As a member of the human resources department, what suggestions can you make to improve communication between management and the Vietnamese Americans your company is hiring ?

(b) Whenever your boss asks for feedback, she blasts anyone who offers criticism, so people tend to agree with everything she says. You

want to talk to her about it, but what should you say ? List some of the points you want to make when you discuss this issue with your boss.

OR

- (a) Chester never seems to be paying attention during weekly team meetings. He has never contributed to the discussion, and you've never even seen him take notes. He says he wants to support the team but he finds it difficult to focus during routine meetings. List some ideas you could give him that might improve his listening skills.
- (b) As a member of public relations department, which medium (or media) would you recommend using to inform the local community that your toxic-waste clean-up program has been successful ? Justify your choice.

Unit - II

2. (a) Define the three key elements of a paragraph, and list five ways to develop unified, coherent paragraphs.

- (b) Considering how fast, easy, and inexpensive they are, should e-mail messages, instant messages, blogs, and podcasts completely replace meetings and other face-to-face communication in your company ? Why or why not ?

OR

- (a) What is meant by "You" attitude ? Give a personal example of getting benefitted from this.
- (b) Explain the importance of proofreading, and give eight tips for successful proofreading.

UNIT - III

3. (a) Your company's error cost an important business customer a new client; you know it, and your customer knows it. Do you apologize, or do you refer to the incident in a positive light without admitting any responsibility ? Briefly explain.
- (b) Imagine yourself working as an engineer for a high-tech company, a graphic designer for an

advertising agency, or a sales representative for a company that sells building supplies to homebuilders. Now try to imagine for daily tasks would require persuasion. Who are your audiences, and how do their needs and characteristics affect the way you develop your persuasive messages at work ?

OR

- (a) If you were writing a recommendation report for an audience that doesn't know you, would you use the direct approach, focusing on the recommendation, or the indirect approach, focusing on logic ? Why ?

- (b) You're writing a report to the director of human resources on implementing teams throughout your company. You want to emphasize that since the new approach was implemented six months ago, absenteeism, and turnovers have been sharply reduced in all but two departments. How do you visually present your data in the most favourable light ? Explain.

UNIT - IV

4. (a) From the speaker's perspective, what are the advantages and disadvantages of responding to questions from the audience throughout an oral presentation rather than just afterward? From the listener's perspective, which approach would you prefer? Why?
- (b) If you are giving an oral presentation on the performance of a company product, what three attention-getters might you use to enliven your talk?

OR

- (a) What three tasks should accomplish in the close of your presentation?
- (b) Discuss five steps for delivering a successful presentation.

UNIT-V

5. Your entire team has been looking forward to this meeting for weeks. When the company president assembled the team to find creative solutions to

the company cash flow problems, very few people thought it would succeed. However, through plenty of hard work, you and your colleagues have found new sources of investment capital. Now it is time to present your accomplishments to the board of directors. Because appearing in front of the board can be a major career boost, the team planned to present the results together, giving each person a few minutes in the limelight.

However, Jackson Mueller the chief financial officer and leader of your team, had a surprise for you this morning. He'd received word at the last minute that the board wanted a short, concise presentation, and he said the best way to comply was with a single presenter. No one was happy about the change, but Mueller is the highest-ranking employee on the team and the only one with experience presenting to the board.

Disappointment turned to dismay as you and your teammates watched from the back of the conference room. Mueller deftly compressed your 60-minute presentation down to 20 minutes, and the board showered him with praise. However, he

never introduced any of the other team members, so your potential moment in the sun passed without recognition.

Questions :

- (i) Did Mueller behave unethically by not introducing you and your colleagues to the board ? Explain your answer.
 - (ii) Later on, you complain to a colleague that by stressing "my team" so often, Mueller actually made the presentation all about him, not the team. But one of your colleagues argues that the team's assignment was to solve the problem, not to score career points with the board so that goal shouldn't have been such a top priority. Explain why you agree or disagree.
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