

(Printed Pages 8)

Roll No. _____

6737

M.B.A. (First- Year) II-Semester

Examination, 2011

Business Communication

Paper - 201

Time Allowed : Three Hours] [Maximum Marks : 75

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

Unit - I

1. Describe characteristics of effective communication and identify seven communication skills that employers expect from their employees.

OR

What are the major Characteristics of the

P.T.O.

6737

Manager's Job? Explain the greatest challenge for a manager while performing his/her job?

Unit - II

2. List the factors to consider when choosing the most appropriate medium for your communication. What factors do determine media richness?

OR

Is it important to establish credibility when communicating with strange audience? If yes, how can you establish your credibility?

Unit - III

3. Explain the tools available for communicating efficiently while collaborating, sharing information, and interacting.

OR

Clarify the importance of nonverbal

6737

communication and describe six categories of nonverbal communication.

Unit - IV

4. Explain the importance of recognizing cultural variations and list eight categories of cultural differences.

OR

What do you understand by "Six Thinking Hats"? How may this technique be used while conducting meetings?

Unit - V

5. Ken worked in a research department for a year as a researcher and he was laid off as the entire department was closed due to recession. He decided to meet the CEO for a possible outplacement as the organization had several other departments to

6737

accommodate him. However the secretary of the CEO, Diana did not permit Ken to meet by saying that CEO was busy. Ken returned without meeting the CEO. He got better employment opportunity elsewhere and joined.

Ken, being a researcher, wrote an article for an international journal while working in the research department. It was published after 9 months and received complimentary copies from the publisher. Therefore, Ken wanted to share the successful publication with his former CEO and went to meet him to gift the book as a complimentary copy. Below was the conversation Ken had with the secretary of the CEO.

Ken: I would appreciate if you could arrange an appointment with CEO. I want.....

6737

(Secretary interrupted)

Secretary: Why did you come? We had already handed over your resume to Jim for outplacement. You may go now.

Ken: I did not come for employment opportunity. Don't assume that people would come here for employment only. I have come to gift a complimentary copy where my article featured in international journal. The CEO would be glad to share the success.

Secretary: No, No, the CEO sees everything and knows everything as every article publication is known to him.

Ken: It is not departmental journal. It is a prestigious journal globally and I want to inform him and gift the book.

Secretary: "You will not get appointment.

6737

The CEO is busy" said firmly.

Ken: I anticipated that CEO would be busy and I have already written the details of my name over the complimentary copy.

Secretary: Okay, leave it and go. (She said impolitely and started looking here and there).

Ken handed over the complimentary copy to Secretary.

Ken: Fine, please hand over to CEO. I am leaving the place. However, I will send an email to CEO about my coming physically to gift the book. (Secretary probably worried as the Ken had already mentally prepared to send the email and keep the CEO informed. If Secretary had any intention to skip handing over the complimentary copy, CEO will know as Ken would send mail.)

6737

Ken sent an email to his ex-CEO about his coming and he could not meet as the latter was busy with his schedules.

After 5 hours, the Secretary telephoned Ken and said firmly, "CEO told to return the book to you. You come and take the book back."

Ken replied, "It is the complimentary copy meant for the CEO only".

Secretary insisted to take back the book immediately. Ken told Secretary to courier and he was about to give his address. Secretary interrupted Ken's conversation and replied, "No we don't send you through courier. You have to come and take." Ken responded politely, "Right now, I am far away from that place. When I come to that area I would take back the book."

The very next day, Ken received email from

6737

his ex-CEO congratulating Ken for the publication and thanked for coming all the way to gift the book. Ken felt excited that his ex-CEO was pleased with publication.

Questions :

1. What were the communication challenges in the above case study? Was the Secretary right in avoiding the Ken who came all the way, from long distance to gift the complimentary copy?
2. Was it right for Secretary in insisting to come and take the complimentary copy back physically instead of couriering?
3. Was Secretary a good listener?
4. Did Secretary empathize with Ken?
5. What were the other challenges that prevented smooth communication between Ken and Secretary?