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Roll No. _____

7307

**MBA First Year 2nd Semester
Examination, 2013**

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 are the major characteristics of the manager's job? Explain the greatest challenge for a manager while performing his / her job?

OR

As a manager, how can you impress on your

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subordinates the importance of strong business ethics when dealing with colleagues, customers, and general public?

Unit - II

2. Is it important to establish trust relationship when communicating? If yes, how can you establish your trust? Enumerate four pillars of trustworthiness.

OR

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?

Unit - III

3. What is feedback? Enumerate the points you will like to follow while receiving feedback.

OR

"Listening is an art and like any other art, it has to be cultivated consciously". Discuss, with the help of suitable personal examples.

Unit - IV

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

OR

At your last department meeting, three people monopolized the entire discussion. What can you do at the next meeting to encourage other department members also to voluntarily participate?

Unit - V

5. Because of your excellent communication skills, your boss always asks you to write

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