

(Printed Pages 5)

**PGMA- 4488**

**M. B. A. Ist Year (2nd Semester)**

**Examination, 2008**

**BUSINESS COMMUNICATION**

**Paper : No. 201**

***Time Allowed : Three Hours***

***Maximum Marks : 75***

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

1. Discuss the strategies for bringing about effectiveness in communication for business purposes.

**OR**

Is it ethical to tell a lie if someone else gave you permission to? For example, the phone rings, you pick it up, and

**P.T.O.**

**PGMA-4488**

your father tells you, 'If it is for me, tell them I am not at home'.

2. From the speakers' 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?

**OR**

Your company is considering a proposal to make an inhouse canteen for office employees. Your office has around 100 employees. Make a report to give an estimate of the area, manpower, and money required to set-up and run the canteen.

3. Listening is an art and like any other art, it has to be cultivated consciously. Discuss and narrate a specific incident in which listening proved helpful to you and another in which poor listening actually harmed you to some extent.

OR

Elaborate how information can be transmitted and interchanged effectively by means of technology in organisations.

4. (a) What is ethnocentrism? How can it overcome in communication?
- (b) What are the effective ways in which a problem participant in a meeting should be dealt with?

OR

Interviews were largely very flexible and had no written rules or principles as such, but nowadays even interviews have some fundamental principles underlying their relevance. Has this transformation been good or bad? Discuss.

5. The farewell dinner was on. The vice-president was being given a farewell by the employees with whom he had worked for more than 25 years. Camaraderie, reflections, sharing of thoughts and memories, lots of wine, and

## PGMA-4488

plenty of food could sum up the mood of the party. The CEO walked in to join the party and he was soon requested to deliver a short speech looking at the mood and the spirit of the occasion. The CEO, an eloquent speaker, stood up and delivered a great speech, marked with touches of gentle humour, about life after retirement, what the vice-president meant to the company and to him personally, how he had reached such heights and yet never compromised his values, and that this exit would be a difficult space to fill in. As the CEO spoke, all eyes were fixed on him. Most employees were serious, watchful, and paying full attention. Some were clearly indifferent. A few proactive listeners, however, enjoyed every bit of what the CEO said which was quite evident from their body language. Their smiling faces, twinkling eyes, and occasional head nods, in agreement with what the speaker said, were indicative of their level of involvement and enjoyment. In other words, they had tuned them-

**PGMA-4488**

selves to what ever the CEO was saying.

However, midway through his speech, the CEO sensed that his speech was becoming a little too stretched, he cut short his speech and wished the vice-president all the good health and peace.

1. What has happend here? Explain.
2. Did everybody received the message the same way? Why?
3. How should a CEO approach his speech preparation for such an occasion?
4. How do listening skills differ according to place, person, and time? Explain in the context of the above situation.