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Code: 17MBA1004

SET-2

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)

I MBA I Semester Regular Examinations, December, 2017

BUSINESS COMMUNICATION

Time: 3 Hrs

Max. Marks: 60

Answer Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory

1. a) Explain the process of Business Communication with suitable examples. **6 M**
b) Differentiate Non Verbal Communication and Verbal Communication w.r.t. importance and effectiveness. **6 M**
2. a) Discuss any two models of Inter Personal Communication. **6 M**
b) Explain Exchange theory in Business Communication. **6 M**
3. a) Elaborate various ethical and legal issues in business communication. **6M**
b) How do you manage your customer communication through media mix? **6 M**
4. a) What are the gateways to effective interpersonal communication? **6 M**
b) Explain various styles of communication and their applicability in business establishment. **6 M**
5. a) What are the essentials of business communication and explain their importance. **6 M**
b) Design various formats of letters and explain their application in various business correspondences. **6 M**
6. a) Explain meaning and importance of business report writing. **6 M**
b) List out and explain various interview techniques in formal and informal interviews. **6 M**

7. a) Write a business letter in FULL BLOCK FORM to a raw material supplier for sending extra quantity of material in less time and for same price. **6 M**
- b) Prepare an annual sales report to be submitted to the top management (with imaginary tables and graphs) explaining the reasons for decrease in sales. **6 M**
8. **CASE STUDY:** **12 M**
Good Work Goes Unrewarded

Iris Jones is the Associate Vice President of a large chain pharmaceutical company based in the northeastern part of the country. Recently her chief operating officer, Philip Walker, asked her to complete five high revenue generating projects for the company. Her expedient completion of these projects would enable her to advance into a senior-level management position. Determined to get a promotion, Jones handed these projects over to her very competent network team. The team was hesitant to work hard, for in the past Jones took all the credit and bonuses for herself, when they were the ones who accomplished all the tasks. Nonetheless, the team took on these new high profile projects and completed them with a very high success rate. Months later as the profits began to rise, Jones was summoned into Walker's office. When asked if her team contributed in any way to her successful projects, Jones simply answered "No" and took all the credit. Walker was planning to increase her team's salary but felt no reason for it after Jones' response.

Discussion Questions:

1. What should the team have done before accepting Jones' new projects?
2. Did the team have motive to jeopardize these high profile projects?
3. What do you think of Jones' inability to highlight her employees' meritorious work?
