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Code: 17MBA1004

SET-I

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)**

**I MBA I Semester Regular & Supplementary Examinations December, 2018
BUSINESS COMMUNICATION**

Time: 3 Hrs

Max. Marks: 60

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

1. a) Explain importance and objectives of Business Communication. **6M**
b) Discuss various strategies for developing Listening Skills of an employee. **6 M**
2. a) Explain the importance of Interpersonal Communication with suitable examples. **6 M**
b) Differentiate Formal Communication and Informal Communication w.r.t. importance and effectiveness. **6 M**
3. a) Elaborate various cross cultural dimensions of business communication. **6 M**
b) What are the possible problems and challenges that may occur in Employer and Employee Communication? **6 M**
4. a) Discuss the role of emotion in Interpersonal Communication. **6 M**
b) What are the barriers to effective communication and how to overcome them? **6 M**
5. a) Explain the significance of business correspondence. **6 M**
b) Elaborate the process of planning and drafting of letters. **6 M**
6. a) How do you prepare formal and informal reports in an organisational context? **6 M**
b) List out and explain various communication etiquettes. **6 M**

7. a) Write a business letter in SEMI BLOCK FORM to various computer hardware vendors/suppliers in the local market to send quotations to your organisation for a proposed purchase of 50 computers next month. **6 M**
- b) Prepare a justification report to be submitted to the top management explaining the reasons for going for massive recruitment in your organisation. **6 M**

8. **CASE STUDY:** **12 M**

At Tri-Star Health, Paul Fisher, Director of Medical Cost Management, recently reconstructed the company's internal codes used to process medical claims. This action not only changed the monetary value of certain codes, but it also altered the numeration assigned to a particular treatment drug. Fisher submitted all the documentation to alter these codes, but failed to submit an update to the physician representatives. Fisher's busy schedule hindered him from requesting a newsletter explaining how to use the new codes as well as their payment schedule. Shortly after the new codes were implemented, various physicians had their claims denied and subsequently were left unpaid. The contracted physicians were reasonably upset and sought financial settlement with interest for the company's failure to update their provider network.

Discussion Questions:

1. What should Fisher have done when he first decided to tackle this project?
2. What protocols should have been in place to avoid the present situation?
3. What positive resolution can be implemented in order to keep these contracted physicians with the plan?
