

BUSINESS COMMUNICATION**Time: 3 Hrs****Max. Marks: 60**

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

1. Define communication and explain the elements of communication with suitable examples [12 M]
2. Write an essay on non verbal communication [12 M]
3. “Management, organization and communication are three inseparable elements of the modern business organization”. Justify the statement. [12 M]
4. Explain the type of reports with suitable examples? [12 M]
5. Classify different media and critically examine the role of each medium in promoting communication [12 M]
6. Why is it important for businesspeople to develop multicultural communication? Describe problems and ways to overcome multicultural communication [12 M]
7. Define negotiation. Discuss the techniques for negotiation and the characteristics of a negotiator [12 M]

8. **CASE STUDY:**

[12M]

When allegations of unfair labor practices overseas first surfaced, Nike began immediately to protect its image. It commissioned good works international to investigate its factories and issue an objective report. The report stated that Nike, while doing a good job, could improve. Nike then set about improving working conditions in factories and publicizing its efforts. Despite taking pains to improve its image, however, Nike still suffers from backlash. Some activists have even posted “rogue” web sites such as the official internet AntiNike Site.

Beyond polishing its image, Nike has other pressing concerns. It is aggressively moving into sports equipment and sports entertainment. It aims to become a full service sporting goods company, as well as an investor of new products such as sports specific watches and sunglasses. “Five years from now” says Nike official. “you will see glasses for batting, fielding, volleyball and running. “in the area of services it is expanding into sports academics and summer camps. Overseas, Nike has seen exciting growth in its European markets. To regain touch with the youth market, Nike is designing a spring collection with plenty of bright colors and modern designs. And while Nike is constantly looking ahead to catch emerging fashion trends, it is also looking over the shoulder at what the competition is doing.

- i) How important to Nike are then collection, organization, and distribution of up to date information regarding fashion trends, competition and product development.
- ii) Should Nike monitor the rogue web sites that are critical of the company? If so, what kind of reports might be made to management by individuals assigned to the task?
- iii) What kinds of reports would be required from Michael York, a Nike employee assigned to establish a golf camp for parents and children at pebble beach, California what organizational plan would the reports follow.