

# AR19

Code: 19MBA1004

**SET-2**

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

**I MBA I Semester Regular Examinations, Dec / Jan 2019-2020**

**BUSINESS COMMUNICATION: THEORY & PRACTICE**

**Time: 3 Hrs**

**Max. Marks: 60**

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

1. Explain the role of various non verbal communication skills in business. 12M
2. Bring out the difference between formal and informal communication. 12M
3. You have completed a project on 'Social Media for Advertising'. Write the press release report for the project. 12M
4. Explain the role and significance of cross cultural communication in global scenario. 12M
5. What measure do you take while giving an oral and visual business presentation ? 12M
6. How do group discussions contribute to successful business communication? Explain. 12M
7. Explain the importance of report. In detail describe the structure of formal report. 12M
8. **CASE STUDY:** 12M  
Aditya Garments Ltd, a medium size garments company started its business in Bangalore. In a short span of 5 years the has recorded a good turnover of Rs. 25 crores with over 200 employees. Later it expanded over various places with wide dealer network. Mr Ganesh, CEO of the company felt that the communication was suffering in the organization. This was justified by decline of productivity and increase in rejection rate of its products. Mr Ganesh felt that company is loosing its spirit where it had control over production and marketing operations.  
Upset with the present position he has shot off letters to various GM of the company asking them to work as team and put great efforts for the improvement of work plan. The recipients of letters in turn sent letters to the supervisors of various locations. However, the situation did not improve. Mr Ganesh felt he had lost touch with the employees down the line. Therefore he hired an external consultant to study the situation and report to him.  
Questions:
  1. What do you think the companies real problem?
  2. What are the various alternatives available to improve the communication process?
  3. If you are the hired consultant, what suggestions would you give to the CEO?