

Code: 14E00106

MBA I Semester Supplementary Examinations May 2016

BUSINESS COMMUNICATION

(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

PART – A

(Answer the following: (05 X 10 = 50 Marks)

- 1 Explain the essentials of good communication.
- OR**
- 2 What is the scope of business communication? Explain the functions in detail.
- 3 List out the advantages and limitations of oral communications.
- OR**
- 4 Explain the non-verbal communication.
- 5 Explain the transaction analysis.
- OR**
- 6 Give the role of emotion in interpersonal communication.
- 7 Enumerate various types of barriers.
- OR**
- 8 What are the different tips for effective listening?
- 9 What are the elements of report writing?
- OR**
- 10 Explain the communication etiquette.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 Case study:

At a large – scale manufacturing company a foreman of inspection noticed a fault in the assembling section. The foreman, a shyman when speaking to his immediate superiors, mentioned this matter to the senior supervisor in an ineffectual manner. The senior supervisor nodded his head and continued to work on a report that he was writing later, a production slowdown occurred, and it was discovered that this flaw in the assembling was the cause. The chief of production engineering, was upset because this error had passed inspection unnoticed, reproved the senior supervisor in a brusque manner.

The senior supervisor called in the foreman of inspection and asked why this error had not been brought to this attention. The foreman said, "I told you the other day that they were missing some of the punch-outs in those assembling section". The senior supervisor said, "Yes, but you did not pound the desk when you told me".

Questions:

- (a) Why did the communication problem arise?
- (b) What do you suggest to prevent such communication problems?
