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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR  
(AUTONOMOUS)**

**MBA I Year I Semester Supplementary Examinations Feb-2021**

**BUSINESS COMMUNICATION**

Time: 3 hours

Max. Marks:60

**SECTION – A**

(Answer all Five Units 5 x 10 = 50 Marks)

**UNIT-I**

1 Briefly explain the Shannon weaver model of communication. 10M

**OR**

2 a What are the characteristics of effective business communication? 5M

b Enumerate the barrier to communication. 5M

**UNIT-II**

3 What are the strategies used while writing the body of the letter? 10M

**OR**

4 Elucidate the various steps involved in writing an effective memo. 10M

**UNIT-III**

5 Explain the term 'public speech'. Elaborate the elements of a good speech. 10M

**OR**

6 Write short notes on the following: 10M

i) Meetings ii) Conferences iii) Seminars. iv) Panel discussions

**UNIT-IV**

7 a Corporate communication 5M

b Corporate reports 5M

**OR**

8 Explain business proposals with clear and well-defined examples. 10M

**UNIT-V**

9 What is video resume? What are the steps involved in creating it? 10M

**OR**

10 What are SMART goals? Give a brief explanation about them with examples. 10M

**SECTION – B**

(Compulsory Question)

11

1 x 10 = 10 Marks

Ms. Vidya Sinha is a dedicated senior manager at Tesco Software Private Ltd. She has to her credit 25 years of service and is very lay out to the organization. She has fixed ideas of getting work done. In her enthusiasm she constantly conveys work related orders and instructions to her subordinates. Her subordinates respect her sincerely but dislike her constant interference. This has resulted in many young employees resigning from the organization.

You are required to answer the following questions:

a. Identify and explain the problem in the given situation.

b. Discuss the means to overcome the problem faced by the employees.

\*\*\* END \*\*\*