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

MBA I YEAR I Semester Supplementary Examinations August-2021

BUSINESS COMMUNICATION

Time: **3 hours**Max. Marks: **60**

SECTION – A

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

UNIT-I

1 Define communication. Why it is important in an organization? **10M**

OR

2 a Importance of feedback in the organization. **5M**

b Barrier to Communication. **5M**

UNIT-II

3 Briefly explain various kinds of business letter. **10M**

OR

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

UNIT-III

5 What is oral communication? Explain its advantages and disadvantages. **10M**

OR

6 a Transactional analysis **5M**

b Group Communication **5M**

UNIT-IV

7 a Corporate communication **5M**

b Corporate reports **5M**

OR

8 Write a note on corporate proposal in detail. **10M**

UNIT-V

9 i) Video resumes ii) Electronic resumes **10M**

OR

10 What are the steps involved in searching for a particular job? **10M**

SECTION – B

(Compulsory Question)

11

1 x 10 = 10 Marks

A young gorgeous woman is standing in front of her apartment window dancing to the 1970s tune, “All Right Now” by the one-hit band free. Across the street a young man looks out of his apartment window and notices her. He moves closer to the window, taking interest. She cranks up the volume and continues dancing, looking out the window at the fellow, who smiles hopefully and waves meekly. He kisses the bottle and excitedly says, “Yes”. Then, he gazes around his apartment and realizes that it is a mess. “No!” he exclaims in a worried tone of voice. Frantically, he does his best to quickly clean up the place, stuffing papers under the sofa and putting old food back in the refrigerator, he slips on a black shirt, slicks back his hair, sniffs his armpit, and lets out an excited, “Yeahhh!” in eager anticipation of entertaining the young lady. He goes back to the window and sees the woman still dancing away. He points to his watch, as if to say “Come on. It is getting late”. As she just continues dancing, he looks confused. Then a look of sudden insight appears on his face, “Five”, he says to himself. He turns on his radio and it too is playing “All Right Now”. The man goes to his window and starts dancing as he watches his lady friend continue stepping. “Five, yeath”, he says as he makes the “okay” sign with his thumb and forefinger. He waves again. Everyone in the apartment building is dancing by their window to “All Right Now”. A super appears on the screen: “Are you on the right wavelength?”

Questions:

- (a) What is non-verbal communication? Why do you suppose that this commercial relies primarily on nonverbal communication between a man and gorgeous woman? What types of non-verbal communication are being used in this case?
- (b) Would any of the non-verbal communications in this spot (ad) not work well in another culture? (c) What role that music play in this spot? Who is the target market?

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