

Reg. No:

--	--	--	--	--	--	--	--	--	--

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

MBA I Year I Semester Regular Examinations July-2021

BUSINESS COMMUNICATIONS

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

SECTION – A

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

UNIT-I

- 1 a Define communication. Why it is important in an organization? L1 5M
 b Explain the process of communication through a diagram depicting the essential components of the process. L2 5M

OR

- 2 a What are the various barriers that may occur in the communication process and suggest measures to overcome them? L1 5M
 b What are the types of barriers to communication? Explain the meaning and significance of communication in organizational context L1 5M

UNIT-II

- 3 a Define business correspondence. Explain the common components of business letters. L4 5M
 b Write about the layouts of business letters with suitable examples. L2 5M

OR

- 4 a Elucidate the various steps involved in writing effective memo. L4 5M
 b What are the strategies used while writing the body of the letter? L1 5M

UNIT-III

- 5 a Discuss the features of oral communication. What are its merits and demerits? L2 5M
 b Write short notes on the following: i) Meetings ii) Conferences iii) Seminars. iv) Panel discussions L1 5M

OR

- 6 a Outline the guidelines for kinetics, proxemics, time language and hepatics. L1 5M
 b Write down the advantages and limitations of oral communication L1 5M

UNIT-IV

- 7 a Mention any three situations in which proposals may be prepared in business. L4 5M
 b What do you understand by the business report? Explain in detail L1 5M

OR

- 8 a While writing a business report, following of steps is important. Give your opinion L2 5M
 b Write a short note on: a) Corporate communication. b) Corporate reports L1 5M

UNIT-V

- 9 a What are SMART goals? Give a brief explanation about SMART goals. L4 5M
 b What are the steps involved in searching particular job? L1 5M

OR

- 10 a Explain about resume. How can you prepare resume for your job search? L2 5M
 b Give a brief explanation on different types of resume formats. L2 5M

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, yeah”, 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?

*** END ***