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

MBA I Year I Semester Regular & Supplementary Examinations May-2022

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 involved in the communication through a diagram depicting the essential components of the process. L2 5M

OR

- 2 What are communication barriers? Explain the various types of barriers to effective communication. L3 10M

UNIT-II

- 3 a Define business correspondence. Explain the common components of business letters. L4 5M
 b Prepare a business letter addressing the requirement of raw materials for a candies manufacturing organization. L6 5M

OR

- 4 Briefly explain various kinds of business letters. L3 10M

UNIT-III

- 5 a What do you mean by written communication? Explain the elements that are required for writing effectively. L3 5M
 b What do you know about nonverbal communication? Explain its significance. L3 5M

OR

- 6 a Write down the advantages and limitations of oral communication. L1 5M
 b Difference between oral and written communication. L2 5M

UNIT-IV

- 7 a What is corporate communication? Explain the importance and types. L4 5M
 b How do you write a business report and proposal? Give examples. L4 5M

OR

- 8 Write a short note on: i) corporate communication. ii) Corporate reports L1 10M

UNIT-V

- 9 Define Career goal. Explain the steps required for setting a career development goal. L3 10M

OR

- 10 a Write a short note on: i) Traditional resumes ii) Video resumes L1 5M
 b Discuss what features are required in each type of resume. L1 5M

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

Firms in India are losing productivity because of Facebook. Office staff is spending too long on the social networking site. According to The Associated Chambers of Commerce and Industry (Assocham) employees use Orkut, Facebook, Myspace, and LinkedIn for "romancing" and other purposes. On average, employees spend an hour a day on sites like Facebook. This reduces productivity by 12.5%. Nearly half of office employees accessed Facebook during work time. Some 83% saw nothing wrong in surfing at work during office hours. In September 2009 Portsmouth City Council in England banned staff from accessing Facebook on its computers when it was discovered that they spent, on average, 400 hours on the site every month.

Questions:

- i. What is meant by productivity?
- ii. Analyze the impact on a fall in productivity on costs.
- iii. Analyze the possible consequences for businesses in India of banning access to Facebook and other social networking sites.
- iv. Do you think access should be denied?

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