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

**MBA I Year I Semester Supplementary Examinations November-2021
BUSINESS COMMUNICATIONS**

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I

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|---|---|----|----|
| 1 | a Briefly discuss the various approaches used in business communication | L4 | 5M |
| | b Discuss the significance and scope of communication. What is the process involved in the communication? | L1 | 5M |

OR

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|---|--|----|----|
| 2 | a What are communication barriers? Explain the various types of barriers to effective communication. | L2 | 5M |
| | b Write about how to overcome the barriers to communication. | L1 | 5M |

UNIT-II

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|---|--|----|----|
| 3 | a Write in detail about the different layouts of business letters. | L1 | 5M |
| | b | L1 | 5M |
| | Write short note on: (i) Formal business letter. (ii) Layout of business letters | | |

OR

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|---|--|----|----|
| 4 | a What is a memo? Explain various stages for writing effective memo. | L1 | 5M |
| | b Briefly explain various kinds of business letters. | L3 | 5M |

UNIT-III

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|---|---|----|----|
| 5 | a Explain any two types of business letters with examples. | L4 | 5M |
| | b Explain the term 'public speech, Elaborate the elements of a good speech. | L4 | 5M |

OR

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|---|--|----|----|
| 6 | a Enumerate the importance of non-verbal communication in the business scenario and list down its limitations. | L4 | 5M |
| | b Explain Johari window communication model with suitable examples. | L4 | 5M |

UNIT-IV

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| 7 | a Write down the business proposal and its types and format of proposals. | L1 | 5M |
| | b What is Corporate communication? Explain the importance and types. | L4 | 5M |

OR

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|---|---|----|----|
| 8 | a Explain the steps required for writing a routine business report. | L4 | 5M |
| | b What is business proposal? Explain its components. | L2 | 5M |

UNIT-V

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|---|--|----|----|
| 9 | a What do you understand by career building? Explain your opinion. | L2 | 5M |
| | b Write your own resume for marketing yourself for the new job. | L1 | 5M |

OR

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|----|---|----|----|
| 10 | a Define Career goal. Explain the steps required for setting a career development goal. | L3 | 5M |
| | b Give a brief explanation on online recruitment process. | L4 | 5M |

SECTION – B
(Compulsory Question)

11**1 x 10 = 10 Marks****Case study 1:**

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:

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

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