



**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY : PUTTUR
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QUESTION BANK (DESCRIPTIVE)

Subject with Code : BUSINESS COMMUNICATION (20MB9007).

Course & Branch: MBA

Year & Sem: I-MBA & I-Sem

Regulation: R20

UNIT –I
BUSINESS COMMUNICATION

1	a	Define communication. Why it is important in an organization?	[L1][CO1]	[5M]
	b	Explain the process involved in the communication through a diagram depicting the essential components of the process	[L2][CO1]	[5M]
2	a	What are the various barriers that may occur in the communication process and suggest measures to overcome them?	[L1][CO1]	[5M]
	b	What are the types of barriers to communication?	[L1][CO1]	[5M]
3		What are communication barriers? Explain the various types of barriers to effective communication.	[L3][CO1]	[10M]
4	a	What are the characteristics of effective business communication?	[L1][CO1]	[5M]
	b	Enumerate the barriers to communication.	[L2][CO1]	[5M]
5	a	Briefly discuss the various approaches used in business communication.	[L4][CO1]	[10M]
	b	Discuss the importance of feedback in organization.	[L2][CO1]	[5M]
6		“Communication is the nervous system of a business organization”. Do you agree? Substantiate your argument.	[L5][CO1]	[10M]
7	a	Summarize the measures to overcome the barriers to communication.	[L2][CO1]	[5M]
	b	What do you mean by barriers to communication? How and why do they occur?	[L2][CO1]	[5M]
	b	Briefly discuss the various approaches used in business communication.	[L3][CO1]	[5M]
8	a	Discuss the significance and scope of communication.	[L2][CO1]	[5M]
	b	What is the process involved in the communication?	[L1][CO1]	[5M]
9	a	How does communication influence the process of sending a message and receiving the feedback?	[L4][CO1]	[5M]
	b	Explain the meaning and significance of communication in organizational context.	[L3][CO1]	[5M]
10		What are barriers to communication? Do you remember any case of poor communication? Specify what went wrong in the case that resulted in poor communication.	[L5][CO1]	[10M]

UNIT –II
BUSINESS CORRESPONDENCE

1	a	Define business correspondence. Explain the common components of business letters.	[L4][CO2]	[5M]
	b	Prepare a business letter addressing the requirement of raw materials for a candies manufacturing organization.	[L6][CO2]	[5M]
2	a	Write in detail about the different layouts of business letters.	[L2][CO2]	[5M]
	b	What are the "7c" principles for business correspondence?	[L1][CO2]	[5M]
3		Briefly explain various kinds of business letters.	[L3][CO2]	[10M]
4	a	Elucidate the various steps involved in writing effective memo.	[L3][CO2]	[5M]
	b	How do you write a formal business letter? Give example	[L3][CO2]	[5M]
5	a	Write a short note on: a) General warning b) Caution letter and danger letter	[L1][CO2]	[5M]
	b	What is the difference between business letter and personal letter?	[L1][CO2]	[5M]
6	a	How do we make business correspondence effective in an organization? What is its importance?	[L2][CO2]	[5M]
	b	What are the essential features of a good business letter?	[L2][CO2]	[5M]
7	a	What are the strategies used while writing the body of the letter?	[L1][CO2]	[5M]
	b	What are the essentials of effective business correspondence?	[L1][CO2]	[5M]
8		Briefly explain various kinds of business letters.	[L3][CO2]	[10M]
9	a	Write short note on: (a) Formal business letter. (b) Layout of business letters.	[L1][CO2]	[5M]
	b	Examine the language to be used when you make a business correspondence.	[L4][CO2]	[5M]
10	a	Write about the layouts of business letters with suitable examples.	[L2][CO2]	[5M]
	b	What is a business correspondence? Why is important?	[L2][CO2]	[5M]

UNIT –III
Verbal & Nonverbal Communication

1	a	Discuss the features of oral communication. What are its merits and demerits?	[L2][CO4]	[5M]
	b	Write short notes on : i) Meetings ii) Conferences and seminar.	[L1][CO3]	[5M]
2	a	Outline the guidelines for kinetics, proxemics, time language and hepatics.	[L4][CO3]	[5M]
	b	Discuss the major forms of group communication.	[L2][CO3]	[5M]
3	a	What do you mean by written communication? Explain the elements that are required for writing effectively.	[L3][CO3]	[5M]
	b	What do you know about nonverbal communication? Explain its significance.	[L3][CO3]	[5M]
4	a	Write down the advantages and limitations of oral communication	[L1][CO4]	[5M]
	b	Difference between oral and written communication.	[L2][CO4]	[5M]
5	a	Explain about: (a) Body language. (ii) Time language and hepatics.	[L3][CO3]	[5M]
	b	What are the similarities and differences between memos and emails?	[L2][CO4]	[5M]
6	a	Mention the Common guidelines for business letters, memos and emails.	[L2][CO4]	[5M]
	b	Assess the essentials of Pre- writing, rewriting and other forms. Why are they significant?	[L4][CO3]	[5M]
7	a	Explain the term 'public speech, Elaborate the elements of a good speech.	[L4][CO4]	[5M]
	b	What is the primary requirement for public speaking?	[L1][CO3]	[5M]
8	a	Enumerate the importance of non-verbal communication in the business scenario and list down its limitations.	[L4][CO3]	[5M]
	b	What skills do you need to be a good public speaker?	[L3][CO3]	[5M]
9	a	Explain Johari window communication model with suitable examples.	[L4][CO3]	[5M]
	b	Write short note on transactional analysis.	[L1][CO3]	[5M]
10		Describe the main aspects of transactional analysis as a model for effective communication in the contemporary business environment.	[L2][CO3]	[10M]

UNIT –IV
Business Reports and Proposals

1	a	Write down the business proposal and its types and format of proposals.	[L1][CO5]	[5M]
	b	Why Is Organization Key to Writing a Business Report?	[L2][CO5]	[5M]
2	a	What is corporate communication? Explain the importance and types.	[L4][CO5]	[5M]
	b	How do you write a business report and proposal? Give examples.	[L4][CO5]	[5M]
3	a	Explain the steps required for writing a routine business report.	[L4][CO5]	[5M]
	b	Write a note on corporate proposal in detail.		
4	a	What is business proposal? Explain its components.	[L2][CO5]	[5M]
	b	Enumerate the steps of process of preparing a report.	[L5][CO5]	[5M]
5	a	Write a note on Business proposal and its types in detail.	[L2][CO5]	[5M]
	b	State the meaning and types of business reports. Also explain the qualities of a good report.	[L4][CO5]	[5M]
6	a	Define business report. What are the parts included in business reports?	[L1][CO5]	[5M]
	b	What is the importance of organizing and preparing business reports and proposals?	[L4][CO5]	[5M]
7		Write a short note on: a) corporate communication. b) Corporate reports	[L1][CO5]	[10M]
8		While writing a business report, following of proper steps is important. Give your opinion	[L5][CO5]	[10M]
9	a	What do you understand by the business report? Explain in detail.	[L1][CO5]	[5M]
	b	Which proposals are also known as business proposal?	[L1][CO5]	[5M]
10	a	Mention any three situations in which proposals may be prepared in business.	[L4][CO5]	[5M]
	b	Discuss with appropriate examples the essentials of winning proposals in business.	[L4][CO5]	[5M]

UNIT –V
CAREERS AND RESUMES

1	a	What do you understand by career building? Explain your opinion.	[L2][CO6]	[5M]
	b	Describe the differences among functional, reverse chronological, combination résumés.	[L2][CO6]	[5M]
2		Define Career goal. Explain the steps required for setting a career development goal.	[L3][CO6]	[10M]
3	a	What are SMART goals? Give a brief explanation about SMART goals.	[L2][CO6]	[5M]
	b	As a manager what are your SMART goals? Substantiate your opinion,	[L4][CO6]	[5M]
4	a	What are the steps involved in searching particular job?	[L1][CO6]	[5M]
	b	Give a brief explanation on different types of resume format.	[L4][CO6]	[5M]
5		Explain about resume. How can you prepare resume for your job search?	[L2][CO6]	[10M]
6		Give a brief explanation on different types of resume formats.	[L2][CO6]	[10M]
7	a	Write a short note on: a) Traditional resumes b) Video resumes	[L1][CO6]	[5M]
	b	Discuss what features are required in each type of résumé.	[L2][CO6]	[5M]
8	a	What is video resume? What are the steps involved in creating video resumes?	[L1][CO6]	[5M]
	b	Distinguish between video resumes and traditional resumes.	[L2][CO6]	[5M]
9	a	Give a brief explanation on online recruitment process.	[L4][CO6]	[5M]
	b	How can you prepare resume for your job search?	[L2][CO6]	[5M]
10	a	Write your own resume for marketing yourself for HR manager position.	[L4][CO6]	[5M]
	b	Prepare a resume for the job of marketing manager by highlighting your achievements.	[L4][CO6]	[5M]

Case study 1:

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?

Case study 2:

Barry is a 27-year old who is a foodservice manager at a casual dining restaurant. Barry is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language. Barry is ServSafe® certified and tries his best to keep up with food safety issues in the kitchen but he admits it's not easy. Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and hand washing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of Barry in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely. One day Barry comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing, especially after working on his car last evening. When he walks into the kitchen he notices several trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting at room temperature for quite some time. Barry is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety.

Barry has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can temp food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

Questions

- i) What are the communication challenges and barriers Barry face?
- ii) What are some ways Barry might use effective communication as a motivator for employees to follow safe food handling practices?

Case 3:

The president of Goodwill Corporation Ltd., Mr. Abhishek Mukherji, wanted to facilitate upward communication. He believed an open-door policy was a good option. He announced that his own door was open to all employees and encouraged senior managers to do the same. He felt this would give him a way to get early warning signals that would not be filtered or redirected through the formal chain of command. Mukherji found that many employees who used the open-door policy had been with the company for years and were comfortable talking to the president. Sometimes messages came through about inadequate policies and procedures. Mukherji would raise these issues and explain any changes at the next senior managers meeting. The most difficult complaints to handle were those from people who were not getting along with their bosses.

One employee, Anand, complained bitterly that his manager had over committed on behalf of the department and put everyone under tremendous pressure. Anand argued that long hours and low morale were major problems. However, he would not allow Mukherji to either bring the manager into the discussion or seek out other employees to confirm the complaint. Although Mukherji suspected that Anand might be right, he could not let the matter lie and said, 'Have you considered leaving the company?' This made Anand realize that a meeting with his immediate boss was unavoidable.

Before the three-party meeting, Mukherji contacted Anand's manager and explained what was going on. He insisted that the manager come to the meeting willing to listen and without hostility towards Anand. During the meeting, Anand's manager listened attentively and displayed no ill will. He learned the problem from Anand's perspective and realized he was over his head in his new job. After the meeting, the manager said he was relieved. He had been promoted into the job from a technical position just a few months earlier and had no management or planning experience. He welcomed Mukherji's offer to help him do a better job of planning.

Questions:

1. What techniques increased Mukherjee's communication effectiveness?
2. Do you think that an open-door policy was the right way to improve upward communication? What other techniques would you suggest?
3. What problems do you think an open-door policy creates? Do you think many employees are reluctant to use it? Give reasons for your answer.

Case 4:

Firms in India are losing productivity because of Facebook. Office staff are 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:

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

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