

April 2023
Master of Business Administration (MBA) Examination

(Full Time) (New) First Semester
FT-107C : BUSINESS COMMUNICATION

Time 3 Hours]

[Max. Marks 80

Note : Attempt any four questions from Section A. Each question carries 15 marks. Section B is compulsory and carries 20 marks.

Section A

1. Enumerate the principles of Effective Communication with suitable examples.
2. Compare usage of formal and informal channels in various situations of communication with suitable examples.
3. Describe any three activities to develop Listening Skills.
4. Discuss how directness in good news and neutral situations can be managed in Business Writing.
5. Discuss the significance of Writing Resumes for internship and recruitment purposes.
6. Describe the issues in designing and delivering Online Presentations.
7. Discuss the significance of reading and comprehension to enhance Vocabulary and Grammar.

Section B

8. Read the case study carefully and answer the questions given below :

Effective communication skills play a vital role in all aspects of life, be in work or developing social relationships or communication skills are of utmost importance. Proper communication skills help people in understanding each other and work together. But, everyone is not lucky enough to get the exposure of the real world. Things that happen in the beginning of our life often leave an indelible mark on us. Our memories are vital because they shape our experiences, relations and sense of self. Many students who are hardworking, was born in a small towns studying in diverse vernacular medium schools facing severe problem while speaking in English, not because they didn't get exposure in their school life but the society in which they are living was not used to it and the place in which they use to live was surrounded by non-English speaking areas. Hence, they hesitate in interacting with those people who speaks perfect English, even though many of them are admitted in English medium schools. But, the result was disappointing every time.

Many of them are amazing students in their subjects, sports, and various extracurricular activities. But, their major weaknesses were to speak English with perfection. Many of them who went on study in colleges and universities for higher education can't write and speak their own. They realized that they can't survive in workplace and their professional circuit without English. Many of them do not even make an attempt to communicate in English due to people make fun for their mistakes, scolding by teachers in the class for their poor usage of grammar and pronunciation, However, it is advisable that they should continue to communicate in English without losing hope on their speaking skills.

P. T. O.

Students have to successfully overcome their struggle and approach their life with confidence. When a company appears for a placement programme in college, speaking skills with a polished approach is a must from the student side. If they fail to impress, rejection is very much evident. In order to avoid the pitiable situation, each student has to start working on their speaking skill and get through their group discussion and personal interview. They have to do self discovery and work on continuous improvement. If there is no struggle, there is no progress. They have to climb the ladder and achieve their cherished goal. They have to take initiative in reading, writing and speaking in their daily life. The zeal of learning English has to be intense in their action. Without any procrastination, the students should precede glad in achieving their goal of effective English Communication.

Questions :

1. What are all the environment factors that could affect your Communication Skills ?
2. Do you agree with this statement "you are a product of your surroundings ?" Justify.
3. What measures one can follow in order to enhance its Communication Skills ?
4. Do you think negative motivation is necessary for enhancing your Speaking Skills ?