

Reg. No:

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

**MBA I Year I Semester Regular Examinations Feb 2020
BUSINESS COMMUNICATIONS**

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I

1 Explain the various methods in the process of communication. **10M**

OR

2 a Discuss about Elements of communication process. **5M**

b What are the 7 'C's of effective communication? **5M**

UNIT-II

3 Define business letter. Explain the common components of business letters. **10M**

OR

4 What is memo? Explain various stages for writing effective memo. **10M**

UNIT-III

5 a What is oral communication? Explain its advantages and disadvantages. **5M**

b What do you mean by Johari window? Explain in detail. **5M**

OR

6 a What do you know about nonverbal communication? Explain its significance in Communication. **5M**

b Elaborate the elements of good speech. **5M**

UNIT-IV

7 a Explain the steps required for writing the business reports. **5M**

b Explain business proposals with clear and well defined examples. **5M**

OR

8 What is corporate communication? Explain the importance of it. **10M**

UNIT-V

9 Explain about resume. How can you prepare resume for your job search? **10M**

OR

10 Explain the steps required for setting a career development goal. **10M**

SECTION – B

11. **(Compulsory Question) 1 x 10 = 10 Marks**

Mr. and Mrs. Basu went to Woodlands Apparel to buy a pullover. Mr. Basu did not read the price tag on the piece selected by him. At the counter while making the payment asked for the price, Rs.950 was the answer. Meanwhile, Mrs. Basu, who was still shopping came back and joined her husband. She was glad that he had selected a nice black pullover for himself. She pointed out that there was a 25% discount on that item. The counter person nodded in agreement. Mr. Basu was thrilled to hear that "it means the price of this pullover is just Rs.712. That's fantastic", said Mr. Basu. He decided to buy one more pullover in green color. In no time, he returned with the second pullover and asked them to be paced. When he received the cash memo for payment he was astonished to find that he had to pay Rs.1900 and not Rs.1424. Mr. Basu could hardly reconcile himself to the fact that the counter person had quoted the discount price which was Rs.950. The original price printed on the tag was Rs.1266.

Questions:

1. Identify the three sources of Mr. Basu's information.
2. Discuss the main problem in this case.
3. What should Mr. Basu have done to avoid the misunderstanding?
4. Who is to be blamed for this communication gap? And why?

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