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

**MBA I Year I Semester Supplementary Examinations November-2020  
BUSINESS COMMUNICATIONS**

Time: 3 hours

Max. Marks: 60

**SECTION – A**

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

**UNIT-I**

- 1 What do you mean by barriers to communication? How and why do they occur? 10M

**OR**

- 2 Briefly discuss the various approaches used in business communication. 10M

**UNIT-II**

- 3 What are the benefits of effective business correspondence? 10M

**OR**

- 4 Explain various kinds of business letters in detail. 10M

**UNIT-III**

- 5 a Write short notes on Transactional analysis. 5M

- b What do you know about nonverbal communication? Explain its significance. 5M

**OR**

- 6 a What do you mean by written communication? Explain the elements that are required for writing effectively. 5M

- b Elaborate the elements of good speech. 5M

**UNIT-IV**

- 7 a What is corporate communication? Explain the importance of it. 5M

- b What are the parts included in business reports? 5M

**OR**

- 8 Explain about business reports in detail. 10M

**UNIT-V**

- 9 Give a brief explanation on different types of resume formats. 10M

**OR**

- 10 What are SMART goals? Discuss SMART goals in detail. 10M

**SECTION – B**  
(Compulsory Question)

**11****1 x 10 = 10 Marks**

In a large scale manufacturing company, a foreman of inspection noticed a fault in the assembling section. The foreman, 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 the foreman of inspection and asked why this error had not been brought to his 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:**

- (a) Why did the communication problem arise in the above situation?
- (b) What do you suggest to prevent such communication problems?

**\*\*\* END \*\*\***