



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

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QUESTION BANK (DESCRIPTIVE)

Subject with Code : BUSINESS COMMUNICATION (19MB9007).

Course & Branch: MBA

Year &Sem: I-MBA & I-Sem

Regulation: R19

UNIT-1

1. Define communication. Why it is important in an organization? 10M
2. Write short notes on the following items:
 - a) Communication 3M
 - b) Business Communication 3M
 - c) Barrier to Communication. 4M
3. Why 7C's are effective characteristics of communication? Explain. 10M
4. Discuss about Elements of communication process. 10M
5. Explain the various methods in the process of communication. 10M
6. Briefly discuss the various approaches used in business communication. 10M
7. Business communication plays a vital role in every organization. Give your opinion. 10M
8. What are the various barriers that may occur in the communication process and suggest measures to overcome them? 10M
9. Briefly explain the Shannon weaver model of communication. 10M
10. Feedback is important for every Communication process. Explain. 10M

UNIT-II

1. What do you understand by business correspondence? 10M
2. Write a short note on:
 - a) General warning 3M
 - b) Caution letter 4M
 - c) Circulars 3M
3. What are the benefits of effective business correspondence? 10M
4. Define business letter. Explain the common components of business letters. 10M
5. Briefly explain various kinds of business letters. 10M
6. What are the strategies used while writing the body of the letter? 10M
7. Discuss the role of business correspondence in an organization. 10M
8. What is memo? Explain various stages for writing effective memo. 10M
9. Briefly explain about various types of business correspondence. 10M
10. Elucidate the various steps involved in writing effective memo. 10M

UNIT-III

1. Show the classification of Communication that occurs in an organization. 10M
2. What is oral communication? Explain its advantages and disadvantages. 10M
3. Explain the term public speech. Elaborate the elements of good speech. 10M

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4. Write a short note on following:
 - A) Meetings. 3M
 - B) Conference. 2M
 - C) Seminars. 2M
 - D) Panel discussion. 3M
5. What are you understand by written communication? Explain the elements that are required for writing effectively. 10M
6. What do you know about nonverbal communication? Explain its significance in Communication. 10M
7. What do you mean by Johari window? Explain in detail. 10M
8. Describe the meaning, functions, and scope of non-verbal communication. 10M
9. What do you understand by the nonverbal cues? Explain in detail. 10M
10. Explain the following:
 - A) Transactional analysis. 5M
 - B) Group Communication. 5M

UNIT-IV

1. Discuss briefly about business reports and business proposals. 10M
2. What is corporate communication? Explain the importance of it. 10M
3. Explain the steps required for writing the business reports. 10M
4. What is business report? Explain in detail. 10M
5. Write a note on corporate proposal in detail. 10M
6. Define business report. What are the parts included in business reports. 10M
7. Explain business proposals with clear and well defined examples. 10M
8. What do you understand by the business report? Explain in detail. 10M
9. While writing a business report, following of steps is important. Give your opinion. 10M
10. Write a short note on:
 - a) Corporate communication. 5M
 - b) Corporate reports 5M

UNIT-V

1. What do you understand by career building? Explain your opinion. 10M
2. Define career goal. Explain the steps required for setting a career development goal. 10M
3. What are SMART goals? Give a brief explanation about SMART goals. 10M
4. What are the steps involved in searching particular job? 10M
5. Explain about resume. How can you prepare resume for your job search? 10M
6. Give a brief explanation on different types of resume formats. 10M
7. Write a short note on:
 - a) Traditional resumes 3M
 - b) Video resumes 3M
 - c) Electronic resumes 4M
8. What is video resume? What are the steps involved in creating video resumes? 10M
9. Give a brief explanation on online recruitment process. 10M
10. Write your own resume for marketing yourself for the new job. 10M

CASE STUDIES**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:

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

Case study 2:

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 3:

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

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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 faces?
- ii) What are some ways Barry might use effective communication as a motivator for employees to follow safe food handling practices?

Case Study 4:

Ms. Vidya sinha is a dedicated senior manager at Tesco Software Private Ltd. She has to her credit 25 years of service and is very lay out to the organization. She has fixed ideas of getting work done. In her enthusiasm she constantly conveys work related orders and instructions to her subordinates. Her subordinates respect her sincerely but dislike her constant interference. This has resulted in many young employees resigning from the organization.

Questions:

- a. Identify and explain the problem in the given situation.
- b. Discuss the means to overcome the problem faced by the employees.