[MPIBA 0301]

IMBA DEGREE EXAMINATION
III TRIMESTER

BUSINESS COMMUNICATION-II (WAC)
(Effective from the admitted batch 2008–09)

Time: 3 Hours Max.Marks: 60

Instructions: All parts of the unit must be answered in one place only.
Figures in the right hand margin indicate marks allotted.

SECTION-A

1. Answer any FIVE of the following:
   Each answer should not exceed one page. (5 x 2 = 10)
   a) Block form of a business letter.
   b) Direct marketing drafting.
   c) A persuasive sales letter.
   d) Objective of your resume.
   e) A short report on sales of cell phones.
   f) Market assessment of iPods.
   g) A memorandum to a late comer.
   h) An e-mail reply to a complaint.

SECTION-B

Answer the following:

UNIT-I

2. a) What are the salient features of effective written communication? 8
   OR
   b) How do you design your business correspondence to make it attractive? 8

UNIT-II

3. a) Sketch the layout of a business letter. 8
   OR
   b) Explain your strategy of refusing adjustments on claims and complaints. 8
UNIT-III

4. a) Suggest a method for writing an unsolicited sales letter.  

OR

b) What persuasive strategies you would employ in the following situations:
   i) To send a circular to the employees to switch off mobiles in meetings.
   ii) To urge employees to switch off a/c and lamps when they are in their chairs.

UNIT-IV

5. a) Design your resume / CV covering your personal, educational and career aspects of your life.  

OR

b) Imagine that you received two job offers. Then prepare two covering letters to your CV.

UNIT-V

6. a) How are the reports classified? Explain them.  

OR

b) What are the characteristics of a good report?

SECTION-C

7. Case Study: (Compulsory)  

American education is now in need of urgent reforms if it is to retain its competitive edge in the emerging knowledge economy. Obama wants American parents to make efforts to instill in their children the values of hard work and delayed gratification. Like India, American also has one of the highest dropout rates. American high school students score less marks in mathematics and science tests than most of their foreign peers. We are proud to know that Indian Math Online, an Indian company, is teaching mathematics to American kids using techniques from Indian schools. Bob Compton, in his documentary film, Two Million Minutes, compared high school education in India, China and the US. He discovered that Indian students who were the same age as Obama’s daughters were three years ahead of them in mathematics. This really makes us feel proud of our students.
Even after spending billions of dollars, America has fallen short in meeting the goals of educational excellence. America needs to improve the academic performance of disadvantaged students, boost teacher quality, move limited English Proficiency students to English fluency, promote informed parental choice and innovative programs and encourage freedom and accountability.

It is surprising to know that many urban and rural schools in America still suffer from overcrowded classrooms, outdated books, inadequate equipment, and teachers who are forced to pay from their pockets for basic supplies. America should invest more in childcare and preschools, raise the quality of teachers and invest in out-of-school activities to reduce dropouts. It should include modules on morals and cultural values. It should enforce discipline in the classroom. It should conduct remedial and bridge course in English to drop-outs. It should give importance to extra-curricular and co-curricular activities under the supervision of teachers. Outreach programs should be linked to the importance of the day and undertake activities useful for all communities. It should start eco-clubs to care of their environment. It should provide free mid-day meal to attract child workers. It should supply free stationery, textbooks, stipend to the poor. Students should not be allowed to enter campus with prohibited weapons.

Activity:

You have been asked to conduct a survey to find out whether the above observations are real and see that the suggestions offered are based on ground realities of your study. How do you go about it? Make a case study of an American school.