

[MPIBA 0202]
IMBA DEGREE EXAMINATION

II TRIMESTER

BUSINESS COMMUNICATION – I (OPS)

(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) Non-verbal Communication
 - b) Elements of Communication
 - c) Active Listening
 - d) Principles of Listening
 - e) Negotiation
 - f) Kinds of Meeting
 - g) Reading Skills
 - h) Telephoning

SECTION-B

Answer the following

UNIT-I

2. a) What is Communication? Discuss the significance of communication in an organization. 8

OR

- b) What are the problems of communication and how they should be tackled? 8

UNIT-II

3. a) What are the different types of listening? Explain the strategies for improving listening skills. 8

OR

- b) Explain the significance of listening. What are the poor listening habits and how can they be overcome? 8

UNIT-III

4. a) What do you understand by persuasive speaking? Explain the audience analysis for persuasive speaking. 8

OR

- b) Define the concept of oral presentation. What are the strategies for effective oral presentation? 8

UNIT-IV

5. a) Discuss the various problems of group meetings. How do you solve the problems in group meetings? 8

OR

- b) Explain how you conduct a telephonic interview? To what extent the use of communication skills would be helpful in this regard? 8

UNIT-V

6. a) Explain the significance of reading skill. How a reading skill is important in business communication? 8

OR

- b) What are reading skills? Why is reading skill important in today's business communication? 8

SECTION-C

7. Case Study (**Compulsory**) 10

At a large scale manufacturing company, a foreman of inspection noticed a fault in the assembling section. The foreman, a shy man 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, 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 his attention. The foreman said, "I told you the other day 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".

Issue for Discussion:

- i) Why did the communication problem arise?
- ii) What do you suggest to prevent such communication problems?

[41/IIT/308]