

Code No: MB1916/R19

MBA I Semester Regular/Supplementary Examinations, July-2021

**BUSINESS COMMUNICATION AND SOFT SKILLS**

Time: 3 Hours

Max. Marks: 75

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*Answer Any FIVE Questions, one from each unit  
Question No. 11 is Compulsory*

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**UNIT-I**

1. a What is communication? 3M  
b Explain the importance and process of communication. 9M

**OR**

2. a Explain the objective of communication. 5M  
b What are various types of communication? 7M

**UNIT-II**

3. a What is organizational communication? 4M  
b Explain in brief formal communication and informal communication. 8M

**OR**

4. a What is interpersonal communication? 4M  
b Explain the various elements in interpersonal communication. 8M

**UNIT-III**

5. a What is non-verbal communication? 4M  
b Explain the various types of non-verbal communication. 8M

**OR**

6. a What is kinesics? 3M  
B Explain the role of kinesics in effective communication 9M

**UNIT-IV**

7. a What are the mechanics of writing? 5M  
b Explain the report writing process. 7M

**OR**

8. a What is business correspondence? 5M  
b Explain the business letter format. 7M

**UNIT-V**

9. a What are skills required in presentation? 5M  
b Explain the pre-requisites of effective presentation 7M

**OR**

10. a What is assertiveness? 4M  
b Explain the strategies of assertive behavior. 8M

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11.

**CASE STUDY**

15M

The managing director of a company is very serious and worried about increasing costs of production and resultant losses. He intends to appoint some management consultant to enquire into the matter. For this purpose, he has asked his private secretary to type a letter. It was around 5 p.m. and in a hurry, the private secretary could not file it and put it up to the managing director. Rather, he left it on the table. Next morning, a messenger from the branch office came to the head office to deliver a letter. He saw the letter and went through it. When he returned to the branch office, he narrated the contents of the letter to his superior. Soon the news spread among the middle-level managerial, clerical and lower level staff that the company is likely to retrench employees. Immediately, union leaders held a meeting on the matter. By the time the letter was dispatched, it was known to everyone in the organization.

**Questions:**

- i. What is a 'grapevine' and how does it help in communication?
- ii. 'Only half truths and rumours are spread through informal relations'. Do you agree with this? Give reasons.
- iii. How to make informal communication more effective? Give suggestions

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