

Khandelwal Vaish Girls Institute of Technology

Internal Examination 2017 - 18

Business Communication

MBA Semester I

Question Paper & Answer Key

MM: 30

Time : 02:30 hours

1. **Explain the process of communication.** (4)

Ans. Communication entails the origin and construing a desired message, being communicated to a right person. Communication is a process which involves a sender of message and a receiver. Communication is a two way process, that is sharing and understanding of information. Process of communication is as follows:

- **Source:** It is the originator of idea or message. He may also be known as Sender who may be an individual or group, who conceives the idea, prepares the message, selects the channel, and decide about the receiver.
- **Message:** Messages are composed of symbols having a certain meaning to the source and the receiver. Message could be verbal (written or spoken) and non-verbal (appearance, body language, sound, science etc.)
- **Encoding:** Translation of an idea into message appropriate for transmission by the sources called as Encoding. While encoding a message one need to consider about the content and how the receiver interprets it.
- **Channel:** The channel is the means through which message travels from source to the receiver. The channel may be mass media, such as newspaper, radio, T.V., etc. or interpersonal meant for particular individual such telephone correspondence depends upon selection of the channels depends upon message to be conveyed, importance of message, number of receiver, cost of the channel, effectiveness of the channel.
- **Receiver:** Receiver is the person for whom message is intended, it is most important element in the communication process. Any neglect on the part of receiver may create confusion.
- **Decoding:** When the message symbol etc. is converted into certain meaning is known as decoding. Decoding is done by the receiver; the message should be clearly worded so that it is easily understood by the receiver.
- **Feedback:** When the receiver reacts or responds to the communication sent by the sender is called Feedback. The message could base on clear interpretation of message.

2. **Write short note on Curriculum Vitae/Resume?** (4)

Ans. As the covering letter informs the employer about the details and particular enclosed of the candidate, similarly C.V. is summery of candidates of the qualifications and experience. C.V. is also called Resume in American English. Curriculum Vitae means "course of life". Almost all advertisement asks for Resume/C.V./Bio data of the applicants. 'Particulars', 'Personal details',

‘Data sheet’, ‘Vitae sheet’ are some other terms used for important enclosure going along with covering letter. Different countries have different convention regarding C.V. / Resume. Different companies often ask for applicant’s details in a specified way, we can therefore frame two kinds of C.V., one for general purpose, which fits for number of companies or jobs, and other is for personalized or specific purpose resume. But, whatever the type of C.V. or Resume the following details are common to all:

- a. Personal Particular
- b. Academic qualification
- c. Additional qualifications
- d. Experience,

That may be stated in the following order:

- **Functional:** Emphasizing the skills and talent of the applicant.
- **Chronological:** Emphasizing work experience, listing job descriptions.
- Additional information that may include worth mentioning like languages known etc.
- Reference

The physical layout of C.V. is very important because there is so many to be presented on paper. C.V./Resume must therefore be attractive, comprehensive and compact. A lengthy Resume can however be justified if the applicant has important clearly specified and easily verifiable fact to put before the employer. Therefore arrangement of C.V. is considered to be creativity of an applicant.

3. Explain the characteristics of oral communication?

(4)

Ans. Oral communication is an interchange of verbal message between Sender and Receiver. In the University of Virginia Oral communication Competency Report, Oral communication is defined as “effective interpretation, composition, presentation of information, ideas, and value to specific audience.”

The types of Oral communications commonly used within an organization include staff meetings, personal discussion, presentations, telephone discourse and informal conversation. But Oral communication outside organization, may take the form of face to face meeting, telephone calls, speeches, teleconferences or videoconferences and therefore to carry on these activities, oral communications has many characteristics in its nature. These are some of the effective characteristics of Oral communication:

- **Speaker’s personality and demeanor:** One should present oneself in befitting manner where the appearance of speaker is important. The speaker right posture, he should be confident, the attire should convey the right message, and casual appearance should be avoided in formal occasions.
- Know your audience good speeches are those where speaker attains the wavelength of their audience and for this the speaker should built a perfect rapport with audience.

- **Speech preparations:** Good speaker must prepare their speeches in advance and preparations of speeches depend on nature of audience, familiarity with topic and length of the speech.
- **Art of speaking:** According to Alcin of York, “Art of speaking is made up of five things inventions, arrangements, style, memory and delivery, and all these ingredients are important. Inventions relates to ideas, creativity. Arrangements refer to sequencing and order of presentation. Style refers to stamp of individuality. Memory is important when especially speaker is not consulting any notes. Delivery refers how the speech is presented.”
- **Voice Modulations:** The speaker should be aware of their voice modulation, one should know how to vary the pitch, tone, intensity of the voice, pace of the voice, and dull and monotonous voice should be avoided.
- **Pauses and Punches:** Pauses at the right places helping assessing the audience receptivity. While short and brief pauses are welcome, on the other hand long and unduly pauses distract the continuity and focus.
- **Summarizing and Conclusion:** Effective speakers make it a point to summarize and skillfully reemphasize the key points at appropriate intervals. They always conclude their speech by reiterating the essence of the message for abundance of clarity. They stress on the important areas.

4. **What are the advantages, disadvantages and objectives of written communication?** (3)

Ans. Written communication means communication by written symbols either printed or hand written. It is transmitted by written words in the forms of letters, memos, circular, bulletins, reports, instruction cards, manuals, magazine, handbooks etc.

Written communication generally moves downwards. Upward communication in written form is generally discouraged or the workers are reluctant to use it. But the most important written communication makes the communication more reliable and full proof, thus fulfilling the objectives, some of the objectives of the written communication are:

- To give information
- To receive information
- To record recommendation and decision of meeting
- To give orders and instructions

To fulfill this objectives written communication has many advantages, these are as follows:

- **Can't be distorted:** It is difficult to alter contents of written message.
- **Economical:** Written communication is cheaper means of communication and suited for distant places.
- **Clear and specific:** Written messages are more carefully formulated than the oral communication and therefore its clear and specific.
- **Record can be kept:** Written communication serves as reliable record for future reference.
- Can be used legal proceedings.

But written communication is not free from Disadvantages. The Disadvantages of Written communication are as follows:

- **Expensive:** Written communication is more expensive for transmitting the short messages it take long time to convey the message.
- **Formal:** Written communication is generally formal in nature. It does not involve personal touch between parties.
- **Amendments are not possible:** Once written message has been dispatched there is little scope left to make amendments for the inaccuracy that might have crept into it.
- **Misunderstood:** If the Written communication is poorly drafted it may create misunderstanding and confusion in the mind of receiver.
- **Feedback:** Immediate is not possible.

5. Write brief notes on objectives of Report? (4)

Ans. The Report is derived from Latin word; 'Reportere' means to carry back. Report is therefore is a description of an event carried back to someone who was not present on the scene. Thus in a broad sense many memorandum letters news items or reports.

Reports have following **objectives**:

- Measuring the performance of the executive and hoe it is improved.
- Helping in combatting changes which aims at analyzing the impact of business dynamics and benefitting the firm.
- Provide information- Reports give information about company's activities, progress, plans and progress. Reports are prepared to help the process of planning in an organization.
- Helps in controlling: in order to exercise control, information is collected about performance and is sent "upward".
- Helps in Coordinating: the act of coordinating is best performed with the help of reports.
- Contact: the desire and necessity of being in touch of the customers, shareholders, creditors and the government are the objective of report.
- Record keeping: for decision making of future reference record keeping is important.
- Recommended Actions: Report recommends specific action, it justifies and persuades readers about need for action in controversial situations.

6. What do you mean by case method of learning? Explain various types of case? (4)

Ans. Case study refers to the collection and presentation of detailed information about a particular participant or small group, frequently including the accounts of subjects themselves. Case studies typically examine the interplay of all variables in order to provide as complete an understanding of an event or situations as possible. This type of comprehensive understanding is arrived at through a process known as thick description, involving in-depth description of an entity being evaluated, the circumstances in which it is used the characteristics of a people

involved in it, and the nature of community in which it is located. Interpreting the meaning of demographic data such as cultural norm and mores, community values, ingrained attitudes and motives, are also important aspect of thick descriptions.

Case studies pull together a broad array of the latest theories concepts, or techniques of finance, accounting, management, or marketing. Cases present a general and useful way of thinking about, analyzing, and solving actual business problem.

There are different types of cases, these are as follows:

- **Iceberg cases:** An Iceberg case typically provides little information and structure to the information provided, and essentially provides a quick introduction to a situation that may be that may or may not require a decision. The intended learning outcomes of iceberg cases are problem identifications, information gathering, information gathering and assessment, and application of conceptual models, ideas, and /or theories.
- **Incidental cases:** These types of cases are typically found at the end of textbook chapters.
- **Illustrative cases:** This type of case describes an event or process, and the information in a fairly and illustrated manner. The amount of information varies from moderate to high. These types of cases bring reality into the classroom and demonstrate to the students that the lessons in textbooks and lectures may not always work out as flawlessly as implied in the classroom.
- **Head cases:** In this type of case, one or more principle actor's interactions, activities, thoughts, and feelings are described. A moderate to high information is provided.
- **Dialogue cases:** These cases describe the interactional specifics between or among two or more individuals, typically a moderate amount of information is provided, with the structure quite low.
- **Application cases:** These types of case describe the application of a management technique or describe a situation in which the student can apply some known technique.
- **Data cases:** These cases provide information with no moderate structure. Much of the information provided may be totally irrelevant to the issues or situations.
- **Issue cases:** In an issue case, a matter or point is in question, is an essential aspect of such type. Such type of case study usually has information in a moderately structured manner.
- **Prediction cases:** These types of cases are typically written in a series, and provide information in a structured format.

7. **Explain how you would design a presentation. Explain the techniques of presentations?** (4)

Ans. The sequence would form the order of the presentation and timing of each part too as explained in a too as explained in as follows:

- **Introduction:** the introduction is not a formality. It is a very important multipurpose component of any presentation. One's introduction should arouse

the audience's interest, establish a rapport with them, motivate them to listen and make the language of the presentation is comprehensible.

- **Body:** This is the part where the main contents of the presentation are there, however one should take into consideration, what is the purpose of the presentation, hence accordingly such contents should go in also the order should be in a proper manner.
- **Conclusion:** this is the major step of concluding the presentation, this as important as introduction.

The various techniques of presentation:

- **Audio/Visual:** Using pictures in your presentation instead of words can double the chances of meeting your objectives.
- **Lecture:** It is the most effective technique of presentation, representing continuation of oral tradition.
- **Role-playing:** Involves group of people acting out different roles in a particular scenario.
- **Sentence completion:** The method is based on an idea that it will reveal more about thoughts, emotional conflicts than testing with direct questions.
- **Problem solving:** It focuses on dilemmas such as peer pressure, conflicts, stress. It includes brainstorming, reverse brainstorming.
- **Demonstration:** Action and message in a communication medium is called demonstration. The technique is best applied in corporate marketing strategy.
- **Dramatization or Skits:** It is a method in which doing skills may be shown, explained and applied. Dramatization in oral communications refers to adding some visual acts.
- **Case studies:** The key to good presentation in good preparation, and such preparations can be enhanced with case studies.

8. Write short note on:

(3)

- a. Seminar
- b. Press Conferences
- c. Press Release

Ans. A. **Seminar** : A group of advanced students studying under a professor with each doing original research and all exchanging results through reports and discussions.

B. **Press conference:** An interview or announcement given by a public figure to the press by appointment.

C. **Press release:** A press release is a written communication that reports specific but brief information about an event, circumstance or other happening. It's typically tied to a business or organization and is provided to media through a variety of means.