

June 2016

Bachelor of Business Administration (BBA) Examination
II Semester

Business Communication

Time : 3 Hours]

[Max. Marks : 80

Note : Solve any four questions in Section A. All questions carry equal marks.
Section B is compulsory and carries 18 marks.

Section A

1. 'Communication in organisations is strategic process.' Argue. Establish your arguments with the help of a suitable model.
2. Explain the types of listening with suitable examples. How can effective listening be ensured?
3. Discuss the role of non-verbal communication in business. How can it be used as a tool for effective communication ?
4. Write short notes on : (any two)
 - (a) Grapevine
 - (b) Semantic Barriers
 - (c) Perception and Feedback.
5. You have returned from BITS after attending a conference on technical communication. You are excited by your experience and wish to share it with your boss. You want to tell him all about BITS, the conference, schedule, hospitality and the utility of such conferences in detail. Send an e-mail message to your boss giving all the information.

Section B

6. Analyze the following case and answer the questions given below :

MISSING BRIEFCASE

It was Saturday afternoon and Rajesh was determined to take care of all pending correspondence before leaving for the weekend. A few days back, he had received a memo from Sunit John, a sales representative, which went as follows :

'Last week I made a sales presentation to TechIndia Electronics and carried two briefcases with me-my regular one plus a second one filled with brochures and pamphlets. At the conclusion of my presentation, I distributed the brochures, picked up my regular briefcase and left-completely forgetting about my other suitcase. When I discovered the following morning what had happened, I immediately called TechIndia Electronics, but so far they have

been unable to locate the suitcase. This leather suitcase was around a month old and cost Rs. 3,500. Since the company policy manual states that be reimbursed for all reasonable costs of carrying their assigned duties, may I please be reimbursed for the loss of the briefcase? The cash memo is attached.'

Rajesh has been thinking about this situation all week long; he had even discussed it with Deepak Barua, Marketing Chief, who has told him to make whatever decision he thought was reasonable. Sunit is a good sales representative and the policy manual does contain the exact sentence he has quoted. On the other hand, Rajesh feels that assuming responsibilities for such mistakes would not only be expensive but also might encourage padded expense accounts. Finally, Rajesh decides to do two things. First, he would write a memo to all the sales staff, interpreting more fully the company policy. He wants the sales staff to know that in future he intends to interpret this policy to mean that any personal property that is stolen will be reimbursed at present value only if reasonable care has been taken to secure such property, if the incident is reported within two working days, and if the value can be determined. Any sales representative can, however, appeal Rajesh's decisions to Deepak. Second, because the present policy may not have been sufficiently clear, Rajesh will write a memo to Sunit and agree to his reimbursement request.

Questions:

1. How reasonable was John's claim? Was the intent of the policy clear? Should Rajesh have reimbursed him? Why or why not?
2. How reasonable is John's interpretation of the company policy?
3. Compose the two documents, that Rajesh intends to write the memos to the sales staff and-Sunit. Format them in appropriate styles.

