

**January 2020**  
**Master of Business Administration (MBA) Examination**

(Full time) (New) First Semester  
**FT-107C : BUSINESS COMMUNICATION**

Time 3 Hours]

[Max. Marks 80

**Note : Attempt any four questions from Section A. Each question carries 15 marks. Section B is compulsory and carries 20 marks.**

**Section A**

1. Define Communication and its objectives in a business set up. What are the principles of Effective Communication ?
2. Discuss the advantages and disadvantages of Grapevine Communication. Can this method be applied in bigger organizations ?
3. Explain the concept and importance of Listening. Mention and elaborate any two activities that can be used in any organization to develop listening skills.
4. What do you mean by Circular ? Write a circular stating to employees of your organization for staying at the workplace during official working hours from 10.00 am to 5.00 pm.
5. Write a note on various types of Resumes. Discuss the significance of writing resumes for internship purpose.
6. Write short notes on any two of the following :
  - (a) Preparing for and conducting presentations.
  - (b) Importance of feedback and critique in Business Communication.
  - (c) Transactional Analysis.

**Section B**

7. Analyze the given case and answer the questions given at the end :

**MORALE GONE BUST**

Dinesh, an young executive in Softech Ltd., has become irritable, unpopular with colleagues and subordinates; and a problem for the boss. His performance has started to slacken and mistakes plague his every action and recommendation. What is surprising is just three months back Dinesh was quite opposite of all these. He also has a brilliant track record. With a gold medal from a prestigious B-school, Dinesh entered his vocational area of finance and proved an instant success. He has revamped the cost and budgetary control systems, set up a management accounting procedure, and crated a reliable and efficient management information system. Dinesh received awards and is slated to climb up the organizational hierarchy further.

Yet, such a man has gone to pieces all of a sudden. Several things transpired against Dinesh. His only son has turned out to be a spastic child, he has been overlooked for a promotion, with a less flamboyant outsider being preferred for the No. 1 slot by the management, which has suddenly exhibited its preference to a traditional accountant and he has fallen foul of a powerful line executive.

To compound the problem further, what had been a mild filtration with an office colleague has assumed the proportion of a major sex scandal.

With his emotional relationships in a mess and worried about his son's health and his own future in Softech, Dinesh's morale has gone bust. His self-confidence has been rudely shaken.

**Questions :**

- (1) Discuss the communication issue in the case.
- (2) What should Dinesh do now ?