

July 2014

Bachelor of Business Administration (BBA) Examination
II Semester

Business Communication

Time : 3 Hours]

[Max. Marks : 80

Note: Attempt any four questions in Section A. All questions carry equal 16 marks. Section B is compulsory and carries 16 marks.

Section A

1. "Interpersonal conflict often arise in business when co-workers do not share similar motives. The single factor that can lead to resolving the conflict is the ability of each person to communicate effectively with the other." Discuss.
2. To which categories can the following communication events be classified and also explain why is it so ?
 - (a) A classroom lecture.
 - (b) A chat between two friends through a computer.
 - (c) An advertisement in a problem magazine.
 - (d) A telephonic conversation between the Managing Director of a Company and his counterpart in another company.
 - (e) A key-note address to a conference attended by 1200 delegates from different parts of India.
3. Assume that the cost of your education is being paid by the Bharat-Engineering Limited. The agreement is that you will serve them for five years after graduating. They want a report on the quality of training you are receiving and the progress you have made. Write this report, which will be circulated to the member of the Board of Directors.
4. Write a job application to the General Manager, Bharat Electricity Limited, New Delhi, for the post of Junior Engineer with a structured resume.
5. Assume that you are going to conduct a campus interview at a reputed management institute for recruiting MBA Final Year students as management trainees in your company. Prepare a list of questions that you would ask them to assess their communication skills and to ascertain their personality traits.
6. Recall a classroom lecture which you found difficult to listen to, despite familiarity with the subject matter. Discuss the barriers which prevented you from active listening.

Section B

7. Read the case and answer the questions :
1. George Alexander worked as an editorial assistant on the monthly employee newsletter, Strickland's speaking, which is published under your supervision. He was an excellent employee, but after one year he had to leave the company due to a serious illness in his family. Alexander recently applied for a similar position - nearer to his parents' home - and he has asked you to write a reference letter in his behalf.
 2. For about six months Edith McGrath was also an editorial assistant on the newsletter. Although she was a competent editorial assistant and writer, McGrath proved to be unsatisfactory. She was constantly late for work, often called in "sick", showed little interest in the job, and frequently missed important deadlines, which proved to be costly. You talked with the employee on numerous occasions, but she did not respond to your warnings, and you finally had to let her go. When McGrath applied to another firm for a similar position, you received a letter from the human resources director inquiring about her employment record at Strickland's.
 - (1) Express your pleasure in writing in behalf of the applicant.
 - (2) Describe the qualities that make the applicant an excellent candidate.
 - (3) Explain the reasons for the former employee's leaving the firm.
 - (4) Add any personal testimonial concerning the candidate that you believe would strengthen that person's chances of obtaining the positions.

