

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 2563

Roll No.....

Unique Paper Code : 101131

Name of the Course : Bachelor of Business Studies 2013

Name of the Paper : Business Communication

Semester : I

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all questions.

1. What do you understand by effective Communication ? Discuss the semantic and cultural barriers to communication. (10)
2. You are the Marketing Manager of a consumer durables company, manufacturing washing machines. Write a letter to a customer in response to his request for replacement of a defective product. (10)
3. What do you understand by NonVerbal communication ? What problems can an individual encounter by heavy reliance on non-verbal communication ? To what extent should it be used ? (10)
4. You are the Benefits Manager at the XYZ Appliances. The company plans to introduce a new group insurance plan for the employees. Write a message to the employees informing them about the new plan. (10)
5. You are the Customer Relations Manager for 'Dream today' a monthly magazine of Future Group of Publications. Write a letter to a Corporate Customer of yours asking him to renew the subscription for the magazine. (10)

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6. Write short notes on any **three** :

(a) Improving Listening

(b) Strategies for improving oral Presentations.

(c) Collective bargaining process

(d) Tips for Successful interviews

(5×3=15)

7. Distinguish between a print resume and electronic resume. Create a resume for a sales managers Job. (10)

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Sr. No. of Question Paper : 1134

Roll No.....

Unique Paper Code : 101131

Name of the Paper : Business Communication

Name of the Course : Bachelor of Business Studies

Semester : I

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Attempt **all** questions.
 3. Internal choice is given.
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1. "Communication is what the receiver understands, not what the sender says." Explain. (10)
 2. Explain the different forms that a grapevine may take ? How can managers make effective use of grapevine ? (10)
 3. A customer returned a Sweater because after washing it in washing machine 3 times, it was shrunk. She misplaced her sales slip. The policy of your garments store is that there are no refunds and replacement after 30 days of purchase. Write a letter to the customer refusing the request because the instruction specifically mentioned not to wash the sweater in the washing machine. (10)
 4. Five potential clients visited a Data Processing firm in July. Mr. Kumar the sales representative was chosen to give a sales presentation. How can the following problems lead to ineffective communication? How can he overcome these problems ?
 - (a) The office building is not air-conditioned.
 - (b) Conference room, where the presentation is to be made, is next to a noisy room.

P.T.O.

- (c) Mr. Kumar wore a conservative suit.
- (d) When Mr. Kumar speaks in front of a group he waves his arms a lot and frowns frequently.
- (e) All the potential clients are much older than Mr. Kumar. (10)

5. What preparations would you make for successful interview? How would you respond if an interviewer asks you questions that are too personal or unethical? (10)

OR

Draft a resume for the position of sales manager in ABC organization along with the covering letter.

6. You are the Division Manager of ABC Electronics. There have been complaints about the misconduct on the part of your employees regarding the use of office phone & internet connection. Send a message drawing their attention to the misconduct and suggest appropriate action. (10)

7. Write short notes on any **three** :

- (a) Process of collective bargaining
- (b) AIDA
- (c) Consideration in Communication
- (d) Semantic barriers
- (e) Factors which distort effective listening (15)

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9386

Your Roll No.

BBS – I Sem. – 2011

Paper 101

(Business Communication)

Time : 3 hours

Maximum Marks : 75

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

Attempt all questions.

1. How do you interpret the following body movements ?
Do these movements always mean the same thing ?
 - (a) Whistling, wringing hands
 - (b) Bowed Posture, twiddling thumbs
 - (c) Rubbing hand through hair (4,4,2)
2. The following memo was actually written in a large business organization. Comment on its effectiveness, tone, and potential barriers to communication.

To : All Department Personnel

Subject : FRIDAY P.M. CLEAN-UP

P.T.O.

Every Friday afternoon starting at 3.00 p.m. there is suppose to be a departmental clean-up. This practice will commence this Friday and continue until otherwise specified.

All CC 162 employees will partake in this endeavor. This means not only cleaning his own area, but contributing to the cleaning of the complete department.

Thank you for your cooperation. (10)

3. Communication is not successful unless the receiver understands the message as the sender meant it. Analyze the following examples of communication failures. What went wrong? (3,3,4)

(a) A supervisor issued the following announcement: "Effective immediately the charge for copying services in Repro will be raised 2½ to 4 rupees each." Receivers scratched their head.

(b) The pilot of a military airplane about to land decided that the runway was too short. He shouted to his engineer, "Take off power!" The engineer turned off the engines; the plane crashed.

(c) The following statements actually appeared in letter of application for an advertised job opening. One applicant wrote: "Enclosed is my resume in

response to Sunday's New York Times. My experience in the production of newsletters, magazines, directories puts me head and shoulders above the crowd of applicants you have no doubtedly been inundated with." The applicant didn't receive interview call.

4. Do as directed: (Do any ten)

(i) Revise the following statements to make them more positive and clear - (Choose any Five)

(a) If you fail to pass the examination, you will not qualify.

(b) We can't process your application because you neglected to insert your social security number.

(c) Construction cannot begin until the building plans are approved.

(d) Customers are ineligible for the 10 percent discount unless they show their membership cards.

(e) Clearly you did not read my latest fax.

(f) Student GMAT cores are higher.

(g) She's brain.

(ii) Revise the following messages to show greater courtesy – (Choose any **Two**)

- (a) You must sign and return this form immediately.
- (b) As manager of your department, you will have to get your employees to use the correct forms.
- (c) If you had listened to our agent more carefully, you would know that your policy does not cover accidents outside India.

(iii) Revise the following to avoid unfamiliar words – (Choose any **Three**)

- (a) Pursuant to your application, we will interrogate our manager.
- (b) To expedite ratification of this agreement, we urge you to vote in the affirmative.
- (c) Did the steering problem materialize subsequent to our recall effort?
- (d) After our perusal of pertinent data, the conclusion is that a lucrative market exists for the subject property. (10)

5. Analyze the following letter. List its weaknesses and revise the letter.

Dear Mr. Yoder,

I have before me your letter in which you complain about a missing shipment. May I suggest that it is very difficult for us to deliver merchandise when we have been given an erroneous address.

Our investigators made an investigation of your problem shipment and arrived at the determination that it was sent immediately after we received the order. According to the shipper's records, it was delivered to the warehouse address given on your stationery: 3590, Model Town, Delhi. Unfortunately, no one at that address would accept delivery, so the shipment was returned to us. I see from your current stationery that your company has a new address: 1789, Model Town, Delhi. With the proper address, we probably could have delivered this shipment.

When an order cannot be delivered, we usually try to verify the shipping address by telephoning the customer. Apparently, we could not find you.

Although we feel that it is entirely appropriate and right to charge you shipping and restocking fees, as is our standard practice on returned goods, in this instance we will waive those fees. We hope this shipment finally catches up with you.

Sincerely,

(10)

P.T.O.

6. Why do we include career objective in resume ? What information should a candidate gather in preparing for a job interview ? Draft a resume for the position of Financial analyst in MNC. (2,4,9)

7. What do you understand by the concept of collective bargaining ? What are the factors that contribute to the success of collective bargaining ? (5,5)

KSS (2010-11)

[This question paper contains 3 printed pages.]

6223

Your Roll No.

BBS / I Sem. – 2010

BUSINESS STUDIES – Paper 101 (N.S.)

(Business Communication)

Time : 3 hours

Maximum Marks : 75

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

*Attempt any Eight questions from Part A,
which carries 7 marks each.*

Part B is compulsory.

PART A

1. Name four goals of business communication today and why do organizations value both internal and external communication? (7)
2. Discuss how business practices such as outsourcing and offshoring affect business communication? (7)
3. An employee has been coming late every day. Write to him drawing attention to the repercussions of such laxity? (7)

P.T.O.

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4. Write a recovery letter to a client who has defaulted on payment on three occasions. (7)
5. List four examples of feedback you can give to a speaker that would indicate you understand his or her message. (7)
6. Identify someone you think is an excellent public speaker and elaborate the qualities that makes him/her an effective speaker? (7)
7. You are applying for job in an advertising firm as a creative head. Write your resume. (7)
8. Mention barriers to communication. (7)
9. You are the president of the students union. Prepare the minutes of a meeting where the agenda is to initiate an interaction with the industry for purposes of placement. (7)

PART B

1. Write a report on the state of a government hospital which has applied for substantial grants for infrastructural development. (10)

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2. 'Proxemics is the study of nature, degree and effect of spatial separation naturally "maintained". Comment. (9)

OR

3. Case Study :

The Raymond group's initiatives to promote its worsted suiting brand have been pathbreaking. Raymond was the first company in the textiles industry to shift focus from the product to an individual's personality with the 'Complete Man' advertising campaign. The rationale was to promote its premium suiting with the theme of highlighting the softer side of the Indian male. This was in direct contrast to the strategies adopted by the company to promote other well-known readymade brands like Park Avenue and Parx.

- (i) Compare and contrast the different appeals used by Raymond's in its ad campaigns for its suiting and readymade shirting segments.
- (ii) Comment how Raymond is aligning advertising appeal to suit changing consumer aspirations of the younger generation. (9)