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**EXECUTIVE MBA
EXMBA**

**Term-End Examination
June, 2011**

MCT-056 : BUSINESS COMMUNICATION

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. (a) Discuss the importance of audio-visual communication. How can it be made more effective ? **12,8**
- (b) Describe the precautions to be taken to avoid misunderstanding on telephone.

2. Why are business etiquette rules called unwritten rules of business culture ? Write an exhaustive note on business etiquette explaining specifically the etiquette expected of a host who has invited clients over a business dinner. **20**

3. Discuss the concept of discussion, what are its ingredients ? Why is group decision better than individual decision ? **4, 6, 10**

4. (a) Make a representation to the Managing Director against your transfer to a remote area. 10, 10
(b) Prepare the Address to be made by the chairman on the foundation day of the company.

5. Describe the strategies for bringing about effectiveness in communication for business purposes. What are the characteristics of effective business communication ? 10, 10

6. 'Audience analysis is integral to effective report writing'. Discuss. 20

7. Write clear and effective message relating to the following. 10, 10
 - (a) The CEO of your company has recently shifted residence. In your capacity as personal manager of the company, draft a message for conveyance to your counterparts in the company.
 - (b) As the Vice President of a company, send email message appreciating the efforts of the sales manager in surpassing the set sales targets.

8. (a) Describe the role of feedback in business communication, which are the various types of feedback ? 12, 8
(b) Distinguish between Seminar and Workshop.