

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2017 - 18 Examination

Semester: 1
Subject Code: 06200106
Subject Name: Basic Business Communication

Date: 05/01/2018
Time: 02:00 pm to 04:30 pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A). Multiple choice type questions. (Each of 1 mark) (05)**

1. Effective communication is essentially a:
 - a) Both a one-way and a two-way process
 - b) One-way process
 - c) Three-way process
 - d) Two-way process
2. The purpose of a "no" response letter is to leave the reader with:
 - a) Minimum disappointment
 - b) No future hope
 - c) Unpleasant feeling
 - d) Reasons for the rejection of the request
3. Between a speaker and a listener, the closest zone of personal space is :
 - a) Social
 - b) Intimate
 - c) Friendly
 - d) Public
4. Oral communication is better than written communication for:
 - a) Conveying facts and opinions
 - b) Conveying feelings and emotions
 - c) Providing opportunity to refer back
 - d) Saving time
5. _____ interactions between organizational units on the same hierarchical level.
 - a) Public Communication
 - b) Upward Communication
 - c) Downward Communication
 - d) Horizontals Communication

B). Define the following. (Each of 1 mark) (05)

1. Meta-communication
2. Stereotype
3. Groupthink
4. Free Riding
5. Goodwill

C). Direct questions. (Each of 1 mark) (05)

1. What is communication process?
2. What is grapevine?
3. Give examples for persuasive messages.
4. Write examples of routine claim.
5. Explain the term diversity Skills

Q.2 Answer the following questions.

- A).** Write a note on 7 Cs of communication (07)
- B).** What are the external factors which affects business communications? (08)

Q.3 Answer the following questions.

- A).** Explain the types of listening with examples. (07)
- B).** What are the various stages of team development? (08)

Q.4 Attempt any two questions. (Each of 7.5 mark) (15)

1. Write suggestions of effective messages.
2. Your subordinate wants to attend the conference on emerging technology which is going to be held in USA around in May, 2018. Because of shortage of fund you are not in the position to entertain such request. Write a letter to the applicant

3. Recently, you had been to a trip to Goa for a week. You have taken services of a Happy Journey Tour Operator. All your friends enjoyed the trip very much sponsored by you. Write an appropriate letter to the tour manager of Happy Journey Tour Operator.
4. You are the Director of an educational institute. Frame a communication to persuade your employees to participate in the upcoming national conference going to be held in the university. This message will be circulated through emails.