

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA, Winter 2017 - 18 Examination

Semester: 2
Subject Code: 06200152
Subject Name: Advanced Business Communication

Date: 10/01/2018
Time: 2:00 pm to 4:30 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/Fill in the blanks. (Each of 1 mark) (05)**

1. _____ provides the reader with an analytical overview of the report and the order in which information is presented.
 - a) Table of contents
 - b) Executive Summary
 - c) Table of figures
 - d) Conclusion
2. The type of report you prepare depends on which of the following?
 - a) The writing style, the required format, and the intended audience.
 - b) The subject matter, the purpose of the report, and the readers' needs.
 - c) The subject matter, the body of the report, and the addenda.
 - d) The purpose of the report, the findings, and the readers' opinions.
3. Ravi has just presented a futuristic preview of the office of the future to a group of office managers. Which of the following would provide the best closing to his presentation?
 - a) "Get ready for a new way to work."
 - b) "So, now you have a better understanding of the office of the future. Are there any questions?"
 - c) "That's all I have. Thank you."
 - d) "Adjusting to the dynamic environment of the future will require an adaptable attitude, an inquisitive mind, and an adventurous spirit. Are you up to the challenge?"
4. What is the best attitude to have regarding finding a job?
 - a) Finding a job is an event.
 - b) Finding a job is a process.
 - c) Finding a job is a matter of luck.
 - d) Finding a job is never ending.
5. Seema has an interview with a Fortune 500 company. Which of the following is NOT important for her to know prior to the interview?
 - a) The company's status in the industry.
 - b) The products and services of the company.
 - c) The company insurance and benefits.
 - d) The names of the corporate officers.

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

1. Proposal
2. Reciprocal Editing
3. Analytical report
4. Etiquette
5. Addenda

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

1. Differentiate in short: Structured interview vs Unstructured interview.
2. How to dealing with nervousness?
3. What are essentials of a search friendly resume?
4. Name few sources for identifying career opportunities via traditional sources.
5. Name at least any two of the potential areas for employment discrimination.

Q.2 Answer the following questions.

- A). Enlist a few types of interview questions which can be categorized as illegal questions? Suppose you don't want to answer some of them. How should you respond to them? (07)
- B). What are the widely accepted referencing styles / citation methods? Enlist any 4 and Explain any two in brief. (08)

Q.3 Answer the following questions.

- A). Compare & Contrast with suitable examples: Chartjunk vs Pictogram. (07)
- B). Identify at least four actions you could take during a presentation to increase your effectiveness as a speaker. Justify your answer. (08)

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

1. A speaker must choose the appropriate medium or combination of media to accomplish the purpose of a presentation and to meet the needs of a specific audience. Kamal is developing a two-hour supervisory workshop on effective techniques for conducting performance appraisals. The previous trainer relied solely on providing information through use of a PowerPoint presentation. Kamal wants to integrate several presentation visuals to effectively provide the training information and maintain the interest of the audience. Discuss the appropriate presentation visuals for Caleb's supervisory workshop on performance appraisals that will best achieve his purpose with the audience.
2. You are representing an NGO. You have to give a presentation on encouraging youth for helping poor. What are the effective presentation getters that you may use? Enlist all and show usage of any 3 in practical.
3. You are the head of HR department. A university invites you to give guidance to students for guiding the students about the process how should they apply for a job. Also, guide them about how to make print and scannable resume, & how they can electronically post their resume.
4. Read and analyze the following Executive Summary written to accompany a report on the implementation of a secure intranet.

Executive Summary

Braden Inc., a small but growing manufacturing business, has operated in Indianapolis, Indiana for ten years. Darren Russell, President, had considered the implementation of a website for the company. He had concerns about the cost to create and maintain an effective site. Russel established a team to study the possibility of implementing company website at an affordable cost.

The team conducted research using primary and secondary research methods. Current literature was examined, and a survey was conducted through a Chamber of Commerce membership list of 50 small business owners of various companies in the metropolitan area that had a company website.

The report discussed the following topics related to the initiation of a company website: (1) benefits to be gained, (2) challenges in development and maintenance, (3) projected costs, and (4) guidelines for getting started. Conclusions of the study can be found in the full report.

The study concluded that intranets have become extremely popular because of the various benefits they offer. Potential problems of intranets can be addressed with recommended security measures. Braden Inc. should proceed with plans to establish a secure intranet.

Write a critical analysis of this executive summary and discuss the content as well as the writing style.