

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA Summer 2017 - 18 Examination**

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

**Date: 09/06/2018**  
**Time: 10.30 am to 1.00 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.**

**Answer the following Multiple choice type questions (Each of 1 mark)**

**(05)**

1. Communication that flows from supervisor to employee, from policy makers to operating personnel, or from top to bottom on the organizational chart

- |                           |  |
|---------------------------|--|
| a) Upward communication   | c) Horizontal (or lateral) communication |
| b) Downward communication | d) None of the above                     |

2. Proxemics is

- |  |  |
|--|--|
| a) mental pictures that one group forms of the main characteristics of another groups, creating preformed ideas of what people in this group are | c) the study of cultural space requirements                                    |
| b) the study of how a culture perceives time and its use   | d) the assumption that one's own cultural norms are the right way to do things |

3. State the good news as the main point of the message in the opening sentence and follow opening with supporting info is a characteristic of :

- |                      |                        |
|----------------------|------------------------|
| a) Indirect Approach | c) Persuasive Approach |
| b) Direct Approach   | d) None of the above   |

4. Which of the following is **NOT** an Advantage of written document

- |   |  |
|---|--|
| a) Provides the sender and receiver with a dated legal contract that can support a claim in court | c) Content can be revised  |
| b) Business letters are confidential and read in privacy  | d) Transmission of message is speedy and Immediate feedback can be given |

5. A sales promotional material is

- |   |   |
|---|---|
| a) messages that assume a claim will be granted quickly and willingly, without persuasion | c) a request for an adjustment  |
| b) Statements made about related merchandise or service                                   | d) messages that are fair responses by businesses to legitimate requests in claim messages by customers |

**B). Explain the following terms (Each of 1 mark)**

**(05)**

1. Netiquette
2. Casual listening
3. Metacommunication
4. Brainstorming
5. Consensus

**C). Explain the following terms (Each of 1 mark)**

**(05)**

1. Phishing
2. Jargon
3. Denotative meaning
4. Empathy
5. Cross-functional team

**Q.2 Answer the following questions.**

**A).** Define communication. Explain the communication model in detail

**(07)**

**B).** Write down the habits of a poor listener

**(08)**

**Q.3 Answer the following questions.**

**A).** Write down about the things which should be kept into the mind to make the meetings

**(07)**

**B).** Explain the process for planning and preparing spoken and written messages

**(08)**

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

**(15)**

1. Draft a letter to your client John Williams denying him the approval of the loan he had requested for in a letter dated 26/2/2018

2. Write a letter to your college professor requesting a general recommendation letter, which you plan to use at places where you have to establish your academic credentials. You want the professor to showcase your achievements during the period you undertook a postgraduate business management course from the prestigious Institution. It is about five years since you have left the college and you aren't sure that the professor remembers everything about you. Thus explain what contents would you like him to include in the

3. Frame a formal communication informing Mr. Naresh Narayana about his selection for the post of Assistant Manager in the interview held on 23/1/2016 at Sun pharmaceuticals Pvt Ltd.

4. Write a persuasive request to Ms. Kathryn Connors, The general Manager, Fresh Foods requesting her to provide the announcements regarding the special prices and offers in both Hindi and English as the customers in your area aren't able to understand those messages and thus aren't able to take the benefit from those announcements.