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Roll No. ....

**MB-107**

**M. B. A. (FIRST SEMESTER)**

**MID SEMESTER**

**EXAMINATION, Jan., 2023**

**BUSINESS COMMUNICATION**

**Time : 1½ Hours**

**Maximum Marks : 50**

- Note :** (i) This question paper contains two Sections—Section A and Section B.
- (ii) Both Sections are compulsory.
- (iii) Answer any *two* sub-questions among (a), (b) and (c) in each main question of Section. Each question carries 10 marks.
- (iv) Section B consisting of case study is compulsory. Section B is of 20 marks.

**P. T. O.**

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**Section-A**

2×5=10

1. Attempt any *two* questions of choice from (a), (b) and (c) : (2×5=10)
  - (a) What role does Communication play in an organization for efficient and collaborated efforts ? (CO2)
  - (b) Elaborate on the process of Communication. (CO1)
  - (c) Identify various mediums of Communication while communicating with an international. (CO3)
2. Attempt any *two* questions of choice from (a), (b) and (c) : (2×5=10)
  - (a) Examine 4 Barriers of Communication along with the ways to overcome the same. (CO2)
  - (b) What to Speak and How to Speak' are the two important aspects of Speaking Skills. Discuss the statement. (CO1)
  - (c) Explain the importance of effective managerial speeches. (CO3)

(3)

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3. Attempt any *two* questions of choice from (a), (b) and (c) : (2×5=10)
  - (a) Evaluate the role of seminars or conferences in an organization. (CO4)
  - (b) Identify the difference between notices and circulars. (CO3)
  - (c) Justify the importance of minutes of the meeting in an organization. (CO4)

**Section-B**

4. **Case Study :** (20 Marks)

**The Farewell Speech**

The farewell dinner was on. The vice president was being given a farewell by the employees with whom he had worked for more than 25 years. Camaraderie, reflections sharing of thoughts and memories, lots of wine, and plenty of food could sum up the mood of party. The CEO walked in to join the party and he was soon requested to deliver a short speech looking at the mood and the spirit of occasion.

*P. T. O.*

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The CEO, an eloquent speaker, stood up and delivered a great speech marked with touches of gentle humor about life after retirement, what the vice president meant to the company and to him personally, how he had reached such heights and yet never compromised his values, and that his exit would be a difficult space to fill in. As the CEO spoke, all eyes were fixed on him. Most employees were serious, watchful, and paying full attention. Some were clearly indifferent. A few proactive listeners, however, enjoyed every bit of what the CEO said which was quite evident from their body language. Their smiling faces, twinkling eyes, and occasional head nods, in agreement with what the speaker said, were indicative of their level of involvement and enjoyment. In other words, they had tuned themselves to whatever the CEO was saying. However, midway through his speech, the

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CEO sensed that his speech was becoming little too stretched, he cut short his speech and wished the vice president all the good health and peace.

*Questions :*

- (i) What has happened here ? Explain. (CO3)
- (ii) Did everybody receive the message the same way ? Why ? (CO4)
- (iii) How should a CEO approach his speech preparation ? Write a sample speech. (CO5)
- (iv) How do listening skills differ according to place, person and time ? Examine and evaluate in the context of the above situation. (CO5)

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