

MBA FullTime 2021 (1st Year, Semester I)

Business Communication 6107

Time: 3 hours

Maximum Marks: 70

Answer any five questions. Each question carries 14 marks. Give relevant examples from the industry to support your answers.

- 1) “Corporate communication is assuming vital significance today”. Discuss the above statement, highlighting the importance, methods and impact of corporate communication today. Elaborate with the help of relevant examples/cases. (14)
- 2) “A crisis has far reaching consequences than what managers think”. Discuss the significance of organizational communication during a crisis. Elaborate on the steps to be taken after a crisis. Discuss with the help of three cases of crisis-communication. (14)
- 3) Reflect on the importance of the knowledge of cross cultural communication in a globalized scenario. Discuss with examples(cases) how knowledge or lack of knowledge of other cultures can impact communication and effectiveness. (14)
- 4) ‘Organizational Change rides on Strategic Communication’. What are the key factors that should be incorporated while designing the communication strategy during organizational change? Elaborate with the help of examples (14)
- 5) Why is it important to pay attention to non-verbal aspects while giving a professional presentation ? Elaborate on the winning aspects of a presentation given by your favorite presenter. (14)
- 6) a) What should be kept in mind while writing persuasive messages. Assume that in your personal capacity you are associated with an NGO that engages itself in animal protection activities. Draft an email to be sent across the company where you are working, to urge people to come forward and join hands in the noble cause. (7)

b) What should be kept in mind while writing negative messages. Write an email to your team leader letting him know that you don’t approve of the rude behaviour that he displays towards the team during the official meetings. (7)