

University of Delhi
Faculty of Management Studies
MBA (Full Time)-I – November 2014
MBAFT6107 : Business Communication

Time : 3 Hours

Max. Marks : 50

Instructions i) Each question carries 10 marks.
ii) You are required to do any five questions.

- ✓ 1. Greenpeace Foundation UK launched a campaign against Nestle for the latter's alleged use of palm oil for making Kitkat. According to Green peace, this practice severely endangered the lives of Orangutans and destroyed forest lands in Indonesia. Greenpeace also made a spoof and posted it on the You Tube, which Nestle got removed. However Greenpeace did not stop at this. It opened a link on its website, asking people to write to Nestle asking it to stop using palm oil. Nestle finally responded and decided to review the supply chain of its vendors Cargill and Sinar Mas.
What else could have Nestle done in terms of corporate communication in this situation. Elaborate with the help of other cases of crisis communication. 10
- ✓ 2. How does the national culture impact workplace communication? What should be kept into account while leading virtual teams ? 10
- ✓ 3. What are the different facets of non verbal communication ? Who is your favorite speaker? Throw light on the non verbal aspects of his/her communication. 10
- ✓ 4. Elaborate on the 7c's of communication. 10
5. What is a request for proposal (RFP) and how do you respond to it ?
How is a proposal different from a quotation and what should be kept in mind while writing a proposal ? (5 + 5)
- ✓ 6. Write short notes on **any two** of the following (5 + 5)
 - ✓ a) Listening skills
 - b) Effective corporate blogging
 - ✓ c) Negative messages