

**MBA (FT) 2015 1st semester**

**Business Communication 6107**

Time: 3 hours

Maximum Marks: 50

**Answer any five questions. Each question carries 10 marks.**

- ✓ 1. "Corporate communication is assuming vital significance today".
  - a) Discuss the above statement, highlighting the importance, methods and impact of corporate communication today.
  - b) Compare and contrast between a good and a bad example/case of crisis communication
2. Reflect on the importance of the knowledge of cross cultural communication in a globalized scenario. List the things to be kept in mind while communicating with people from China & Japan. Elaborate on their communication styles
3. What should be kept in mind while writing letters. Write a letter to a senior professor, requesting him to allow you to join as a research intern in a research project he is working on.
4. Elaborate on the 7cs of communication with examples
5. What are the key factors that make a presentation effective? Elaborate with the help of examples.
6. Write short notes on any two
  - a. Request for proposal
  - ✓ b. Organisational communication during change
  - ✓ c. Active listening
  - d. Negative messages