

MBA (FT) 1st Year, Semester 1
Business Communication (Paper: 6107)

Oct- Nov. 2011

Duration: 3 Hrs.

Maximum Marks: 50

Attempt all questions

Q1. Evaluate the following texts with respect to 7 Cs of business writing. (This is the first part of your answer). Rewrite the text which should be an improved version of the original (second part of answer).

Total marks $5 \times 3 = 15$

(i) Letter to tenants

Dear Tenants:

We have had some complaints lately about noise, especially at night. The complaints mainly involve the playing of CDs very late and too loud. I know that you like to listen to your music and that you need to relax at the end of your day of classes and homework. Maybe you could put your sound system away from the windows. You might also consider headphones for your listening. It isn't as though this is too serious, but a few people have complained. I just want to keep everybody happy.

(ii) Magazine advertisement

February is SALE MONTH and everything in the store will be from 30%-50% off the regular price. Special inventory of designer coats and suits are priced at 50% off, and evening dresses will be up to 70% of the regular price.

This sale only lasts until February 29, so hurry in today for the best savings of the year!

(iii) Good News or Bad New ?

In your letter that accompanied the return of your leather jacket, you claim that the jacket came apart at the seams and that you want to be reim-

bursed for the total cost of the jacket. Please understand, Ms. Appleton, that leather jackets take a great deal of care, and if you give them that care, they will last for many years. The sales tag on the jacket clearly states that it must not be stretched or exposed to high heat or bitter cold. Our alterations team investigated your claim and determined that the seams were indeed not secure and that they would have split apart with little movement. This obviously supports your claim that the damage was caused by a defect in workmanship. Therefore, we are enclosing a check for the complete amount of the jacket.

Q2. Describe the Sender-Receiver Model of communication. Discuss the barriers associated with encoding and decoding of messages with illustrations. (10 marks)

Q3. Write notes on any three. (Total marks 5X3= 15)

- (i) Positive and negative body language during interviews
- (ii) Legal considerations in business writing
- (iii) Cultural difference relevant to communication between Indians and Euro – Americans
- (iv) The art of greetings, introductions and business conversation
- (v) Norms of long report writing

Q4. Read the case and write a business letter using an appropriate organization form. Explain which form you are using and what business purpose you hope to achieve by it. All the conventions of a formal business letter should be present in the letter you have written. (10 marks)

~~Rejecting a Job Applicant~~ You are the supervisor of the R&D department of a small information technology company. You have received a letter from Jonathon Smart applying for a position with your company. Smart is currently with ABC Computers, for whom you are completing a project. It was Smart's favorable recommendation that got you the contract, and you hope, with Smart's help, to continue to do business with ABC in the future.

Smart's background is impressive with an education from the University of California at Berkeley and 10 years experience in research and development. He is well-known and favorably regarded.

Some discreet inquiries reveal why Smart is eager to leave ABC and why you do not want to hire him. He has an abrasive and difficult personality that keeps him from being effective with higher management and generates resentment from those working under him.

Write Jonathon Smart a letter that firmly closes the door but that, as far as possible, will keep his goodwill.