

Faculty of Management Studies

MBA (Full time) 2018

6107 Business Communication

Time: 3 hours

Maximum Marks:50

Section A is compulsory and it carries 20 marks. Answer any other three questions from section B.

**Section A
Compulsory**

1. Critically analyze the email written below and answer the following questions
 - a. What are the things we need to take care of while communicating such a message? (5 marks)
 - b. If you were to redraft this mail then what would you change and why. Redraft a more acceptable version of this message? (5 marks)
 - c. What are 7Cs? Kindly point out the mistakes the writer has made keeping 7Cs in mind? (10 marks)

Case

Subject: Problems with Our order #2478

Suraj,

As you know we at Mahogany Enterprises have been ordering our safety supplies from you for over 15 years. We have always depended on you for quick and accurate service, which unfortunately, looks like it didn't happen this time. When our orders are not on time and our safety gear is not what we ordered, you put our employees in jeopardy and ME loses money if employees don't have safety gear and can't work.

You can imagine how shocked I was when I opened the order expecting face masks and goggles but found gloves and half the face masks I ordered. I was also surprised to see a bill that was much more than what we settled for.

I tried to call you, but you didn't answer. I am assuming that you might want to fix this quickly, so call me or email me and let me know what you are going to do. You need to tell me this.

If my employees do not have the masks and goggles tomorrow, they will not be able to work and we will have to shut down our production line and this will cost us a lot of money. This was really disappointing service and I hope you do not do this again. Else we will have to look for another supplier.

Amish Patel

Section B
(Choose any three. Each question carries 10 marks)

2. Why do companies need to take care of cross-cultural issues while creating advertisements (print/television/social media/any other medium) for the same product in different countries/cultures. What aspects of culture does one need to keep in mind ? Elaborate with the help of good and bad examples related to this.
3. What are the key factors that make a corporate presentation effective? Elaborate with the help of examples of your favorite presenters.
4. Suggest a suitable strategic plan for crisis communication in organizations. Elaborate with the help of examples
5. Write short notes on any two (5 +5)
 - a. Responding to request for proposal
 - b. Listening skills
 - c. Barriers to Communication