

Reg.No. \_\_\_\_\_ Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
**FIRST TRIMESTER MBA DEGREE EXAMINATION NOV 2018**

**MBA 14 BUSINESS COMMUNICATION**

Max. Marks: 60

Duration: 3 Hours

**Part A**

*Answer all questions. Each question carries 2 marks*

1. Explain the process of communication through a diagram depicting the essential components of the process
2. What are the cross-cultural communication implications in a collectivist society?
3. Discuss about email. Enlist its features.
4. Bring out the difference between routine and persuasive business letters
5. What are the three different types of business proposals? Give examples

(5x2 marks = 10 marks)

**Part B**

*Answer any 3 questions. Each question carries 10 marks*

6. "Communication is the lifeblood of an organization". Discuss this with special reference to the communication structure of an organisation.
7. "Oral communication has the potential to make a successful impact". Explain the requirements for it to be successful.
8. What do you understand by 3x3 writing?
9. How do brands make use of WhatsApp, Facebook and Twitter to connect to their prospective customers? Explain with relevant examples.
10. Draft the notice, agenda and minutes of the 35<sup>th</sup> Annual General Body Meeting of a public limited company, giving appropriate name, address and similar details.

(3x10 marks = 30 marks)

**Part C**

*Compulsory question, the question carries 20 marks*

11. Answer the questions given at the end of the case:

Wise Web Analytics is a California-based multinational company that has set up its office in Hyderabad and Bengaluru. Santosh recently joined this company in its Hyderabad office. He is a part of a team that has members from New York, Shanghai and Malaysia for a major project in the area of risk analysis. His project manager Julie Morton is based in San Jose. In the first week of joining the company, Julie wanted to call for a project meeting of all the members through videoconferencing. She asked Santosh whether it would be convenient for him to join the meeting at 7 pm. Santosh knew that he had another important assignment at 6 pm. But he did not directly say "No" to Julie. He said that if the team could wait for some time, it was fine or else they could go ahead with the meeting and he would join later. Put off by his reply, she firmly asked him whether he said "Yes" or "No". And this confused Santosh.

## Questions

- a) Analyse the cultural differences involved in this case, keeping in mind all facets of cross-cultural communication
- b) What do you feel about Santosh's way of answering?
- c) How would you have answered, if you had been in Santosh's place?
- d) What would Julie think about Santosh?
- e) What are the communication barriers in a cross-cultural scenario and how can you overcome them?

(20 marks)

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