

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER -III– EXAMINATION – WINTER 2021

Subject Code: 1539401**Date: 15-02-2022****Subject Name: Business Communication****Time:10:30 AM TO 12:30 PM****Total Marks: 50****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 Define the terms:** **08**
- (a) Agenda
 - (b) Minutes
 - (c) Memo
 - (d) Empathic listening
- Q.2 (a) Define Communication. Briefly discuss importance of communication in Business** **07**
- (b) Discuss seven C's of effective communication.** **07**
- OR**
- (b) What are the different parts or components of a business letter? Briefly explain.** **07**
- Q.3 (a) Discuss Role of Verbal & Non-verbal Symbols in effective Communication.** **07**
- (b) What are the barriers to effective communication and how to overcome them?** **07**
- OR**
- Q.3 (a) 'An application letter is a sales letter'. Discuss.** **07**
- (b) What are essentials of a Press Release? Draft a press release for an event held in your college last week.** **07**
- Q.4 CASE STUDY:**
- The management of a textile mill in Ahmedabad was surprised that though it insisted on a high level of education among its supervisors and junior officers (many of them were "foreign returned") production was falling and there were many labour problems, while a rival mill which had employed local men as its supervisors and officers was doing very well. An expert in management was consulted and he reported that the chief cause of poor production and labour problems was that the Gujarati speaking workers were in awe of the English speaking officers and were very reluctant to approach them with their problems or difficulties. Also instructions given in English and broken Gujarati were not understood and there was almost a complete absence of "feedback".
- (a) According to you which type of the communication will be efficient in this case?** **07**
- (b) What you feel, how could this Gujarati labors can be communicated so as to remove the gaps?** **07**
- OR**
- Q.4 (a) Where English and where Gujarati language can be used in the best way for the internal communication?** **07**
- (b) What can be other ways to resolve the problems?** **07**
