

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – WINTER-2022

Subject Code: 1539401**Date: 27/01/2023****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1 Explain the Following Terms with Suitable Short Examples **08**

- (a) Paralinguistic
- (b) Minutes of meeting
- (c) Proposal
- (d) Non-verbal Communication

Q.2 (a) What is effective communication? Discuss importance of Effective communication. **07**

(b) Your company Dream well Ltd., which manufactures kitchen appliances, has been awarded a prestigious quality award for both product design and service delivery. You are the CEO of the company and want to communicate this information to all the employees of the company. You would also like to use this opportunity to motivate the employees to continue with the good work. Write an interoffice memo with a suitable message. **07**

OR

(b) Being a HR manager of ABC Industries Ltd., you are required to submit the proposal for the training needs of employees to the CEO. Kindly prepare the detail proposal, as it can be used as actual framework, for two different training modules for managerial and non-managerial roles of employees. You may consider the following points while preparing the same: Objectives, Duration, Place, Target participants, Topics to be covered in training, Trainers, Methods for training, Cost, Feedback plan. **07**

Q.3 (a) Explain the process of communication with the detail description of Components of communication. **07**

- (b) You have completed a project on 'Social Media for Advertising'. Write the press release report for the project. **07**

OR

- Q.3** (a) Explain 7 C's of Communication? Explain its Importance **07**
(b) You want to resign from your current job. Draft a resignation letter that convinces your Manager. **07**

Q.4 CASE STUDY:

Effective communication skills play a vital role in all aspects of life, be in work or developing social relationships or communication skills are of utmost importance. Proper communication skills help people in understanding each other and work together. But, everyone is not lucky enough to get the exposure of the real world. Things that happen in the beginning of our life often leave an indelible mark on us. Our memories are vital because they shape our experiences, relations and sense of self. Many students who are hardworking, was born in a small towns studying in diverse vernacular medium schools facing severe problem while speaking in English, not because they didn't get exposure in their school life but the society in which they are living was not used to it and the place in which they use to live was surrounded by non-English speaking area. Hence, they hesitate in interacting with those people who speaks perfect English, even though many of them are admitted in English medium schools. But, the result was disappointing every time. Many of them are amazing students in their subjects, sports, and various extracurricular activities.

But their major weaknesses were to speak English with perfection. Many of them who went on study in colleges and universities for higher education can't write and speak their own. They realized that they can't survive in workplace and their professional circuit without English. Many of them do not even make an attempt to communicate in English due to people make fun for their mistakes, scolding by teachers in the class for their poor usage of grammar and pronunciation. However, it is advisable that they should continue to communicate in English without losing hope on their speaking skills.

Students have to successfully overcome their struggle and approach their life with confidence. When a company appears for a placement programme in college, speaking skills with a polished approach is a must from the student side. If they fail to impress, rejection is very much evident. In order

to avoid the pitiable situation, each student has to start working on their speaking skill and get through their group discussion and personal interview. They have to do self-discovery and work on continuous improvement. If there is no struggle, there is no progress. They have to climb the ladder and achieve their cherished goal. They have to take initiative in reading, writing and speaking in their daily life. The zeal of learning English has to be intense in their action. Without any procrastination, the students should precede glad in achieving their goal of effective English communication.

Answer the Following Questions

- (a) What are all the environmental factors that could affect your communication skills? **07**
- (b) Do you agree with this statement “*you are a product of your surroundings*”? Give your comments. **07**

OR

- (a) What measures one can follow in order to improve communication skills? **07**
- (b) Do you think negative motivation is necessary for enhancing your speaking skills? **07**
