

VPM's
Dr. V. N. BRIMS, Thane
Programme: PGDM (2014-16) Fourth Batch
First Semester Examination September 2014

Subject: Business Communication

Roll No.	:	Marks	: 60 Marks
Total No. of Questions	: 7	Duration	: 3 Hours
Total No. of printed pages:		Date	: 26/9/2014

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions. (Make necessary assumptions wherever required.)

Q1)20 Marks (Compulsory)

At a farewell party arranged for senior students of the B-school, director of the college was requested to deliver a short speech looking at the mood and spirit of the occasion. The director an eloquent speaker, stood up and delivered a great speech, marked with touches of gentle humor, about life before and after college days. He gave examples from his personal experiences, how he had reached such heights and yet never compromised his values in professional career. As the director spoke, all eyes were fixed on him. Most students were serious, watchful, and paying full attention. A few proactive listeners, however, enjoyed every bit of what the director said which was quite evident from their body language. Their smiling faces, twinkling eyes, and occasional head nods, in agreement with what the speaker said, were indicative of their level of involvement and enjoyment. In other words, they had tuned themselves to whatever the director was saying. However, midway through his speech, the director sensed that his speech was becoming a little too stretched; he cut short his speech and wished the students happy and healthy life.

Analyze and evaluate the case in detail.

Did everybody receive the message the same way? Why?

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- Discuss in detail the forms of communication.
- Discuss in detail the process of communication.
- Discuss characteristics of impressive electronic messages.

Q3)Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- "The need to communicate is universal", give your comments.
- What precautions one must take while writing negative messages.
- Explain characteristics of goodwill messages.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) On behalf of your team members, write a thank you letter to your boss on sending the team for training and development program.
- b) Write a congratulatory letter to your colleague for getting promotion as 'department head' in the organization you are working for.
- c) Written messages demand good writing skills; do you agree these can be developed through training?

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Assume you are a purchase manager in a mobile phone manufacturing company. Write purchase order letter to the supplier of batteries.
- b) Assume you are a regional sales manager of a pharmaceutical company, write a persuasive letter for your sales team to achieve sales target.
- c) Write a note on proofreading a document.

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Write an application letter to the software company for the post of management trainee.
- b) Write your curriculum vitae.
- c) You have been selected for the post of management trainee in a software company, write an offer acceptance letter.

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss precautions to be taken while giving presentations.
- b) Give suggestions for improving oral and written communication skills.
- c) The pie charts below show the average household expenditures in a country in 1950 and 2010. Summarise the information by selecting and reporting the main features, and make comparisons where relevant.


