

[This question paper contains 3 printed pages.]

4228

Your Roll No.

MBA (FT)

A

Paper MBAFT – 6107 – BUSINESS COMMUNICATION

(Admissions of 2010 and onwards)

Time : 3 Hours

Maximum Marks : 50

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

Attempt all questions.

All questions carry equal marks.

1. “When we take an audience centered approach in communication we are effective.” Discuss in the light of communication process and barriers. (10)
2. For each of these message needs choose a medium (can be more than one) that you think will work effectively in reaching the audience. Explain and justify your choice.
 - (i) A technical support service for people trying to use their digital music players.
 - (ii) A message of condolence to the family of an employee who recently passed away.
 - (iii) A message from the CEO of a small company explaining that she is leaving the company to join a competitor.

P.T.O.

- (iv) A message to all the employees of a manufacturing company that due to recession the Diwali bonus will not be given.
 - (v) Message to the lay public by the district administrator educating about the need to keep their localities clean and tidy. (10)
3. Explain with reasons why you think each of the following is/or is not are ethical form of communication.
- (i) Keeping quiet about a possible environmental hazard you have discovered in your company's processing plant.
 - (ii) Telling an associate and close friend that she had better pay more attention to her work responsibilities or the management will fire her.
 - (iii) Appreciating and paying compliments to a female colleague (by a male) for her excellent style of dressing and beauty.
 - (iv) A salesperson overselling the benefits of a product while making a sales pitch.
 - (v) Reading a document that is sealed in a confidential cover and not addressed to you.

4. (i) Describe the AIDA model for creating persuasive messages.
- (ii) Distinguish between emotional and logical appeals that you may use in a persuasive message. (Give relevant examples and illustrations.) (10)
5. Prepare a memo-report that will be circulated among the fresh batch of students who have joined the campus regarding "Campus Etiquette". Lay out rules such as classroom behaviour, handling trash, library decorum, use of computers and photocopy/printing facilities etc. The memo-report will be directed through the Dean to all the students. (10)