

# Business communication essay sample

[Sociology](#), [Communication](#)



Examination Paper : Semester II IIBM Institute of Business Management

Examination Paper Business Communication Section A: Objective Type (30 marks) 🎬 🎬 🎬 This section consists of multiple choices and Short Notes type questions. Answer all the questions. Part one questions carry 1 mark each & Part Two questions carry 4 marks each. MM. 100

Part one: Multiple choices: 1. \_\_\_\_\_ is an essential function of Business Organizations: a. Information b. Communication c. Power d. None of the above 2. Physiological Barriers of listening are: a. Hearing impairment b. Physical conditions c. Prejudices d. All of the above 3. Which presentation tend to make you speak more quickly than usual: a. Electronic b. Oral c. Both ' a' and ' b' d. None of the above 4. What is the main function of Business Communication: a. Sincerity b. Positive language c. Persuasion d. Ethical standard

5. The responsibilities of the office manager in a firm that produces electronics spares is: a. Everything in the office runs efficiently b. Furniture and other equipment in the office is adequate c. Processing all the incoming official mail and responding to some d. All of the above

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Examination Paper : Semester II 6. Labov's Storytelling Model based on: a. Communication through speech b. Language learning c. Group Discussions d. None of the above 7. Diagonal Communication is basically the: a. Communication across boundaries b. Communication between the CEO and the managers c. Communication through body language d. Communication

within a department 8. How to make Oral Communication Effective? a. By Clarity b. By Brevity c. By Right words d. All of the above Direct Eye contact of more than 10 seconds can create: a. Discomfort & Anxiety b. Emotional relationship between listeners and speakers c. Excitement d. None of the above

10. Encoding means: a. Transmission b. Perception c. Ideation d. None of the above Part Two: 1. Define Communication. How can you classify Communication? 2. Explain ‘ Space Language’. 3. Differentiate between good listeners and bad listeners. 4. What are the different types of Business Reports? 5. What is Synopsis?

END OF SECTION A

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Examination Paper : Semester II Section B: Case lets (40 marks) 🏠 🏠 🏠 🏠

This section consists of Case lets. Answer all the questions. Each Case let carries 20 marks. Detailed information should form the part of your answer (Word limit 150 to 200 words). Case let 1 Mr. and Mrs. Sharma went to Woodlands Apparel to buy a shirt. Mr. Sharma did not read the price tag on the piece selected by him. At the counter, while making the payment he asked for the price. Rs. 950 was the answer. Meanwhile, Mrs. Sharma, who was still shopping came back and joined her husband. She was glad that he had selected a nice black shirt for himself. She pointed out that there was a 25% discount on that item. The counter person nodded in agreement. Mr. Sharma was thrilled to hear that “ It means the price of this shirt is just Rs.

712. That's fantastic", said Mr. Sharma. He decided to buy one more shirt in blue color.

In no time, he returned with the second shirt and asked them to be packed. When he received the cash memo for payment, he was astonished to find that he had to pay Rs. 1, 900 and Rs. 1, 424. Mr. Sharma could hardly reconcile himself to the fact that the counter person had quoted the discounted price which was Rs. 950. The original price printed on the price tag was Rs. 1, 266. Questions 1. What should Mr. Sharma have done to avoid the misunderstanding? 2. Discuss the main features involved in this case. Case let 2 I don't want to speak to you. Connect me to your boss in the US," hissed the American on the phone. The young girl at a Bangalore call centre tried to be as polite as she could.

At another call centre, another day, another young girl had a Londoner unleashing himself on her, " Young lady, do you know that because of you Indians we are losing jobs?" The outsourcing backlash is getting ugly. Handling irate callers is the new brief for the young men and women taking calls at these outsourced job centers. Supervisors tell them to be ' cool'. Avinash Vashistha, managing partner of NEOIT, a leading US-based consultancy firm says, " Companies involved in outsourcing both in the US and India are already getting a lot of hate mail against outsourcing and it is hardly surprising that some people should behave like this on the telephone." Vashistha says Indian call centres should train their operators how to handle such calls.

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Examination Paper : Semester II Indeed, the furor raised by the Western media over job losses because of outsourcing has made ordinary citizens there sensitive to the fact that their calls are being taken not from their midst, but in countries such as India and the Philippines. The angry outbursts the operators face border on the racist and sexist, says the manager of a call centre in Hyderabad. But operators and senior executives of call centres refuse to go on record for fear of kicking up a controversy that might result in their companies' losing clients overseas. " It's happening often enough and so let's face it," says a senior executive of a Gurgaon call centre, adding, " This doesn't have any impact on business." Questions 1. Suppose you are working as an operator in a call centre in India and receiving calls from Americans and Londoners. How would you handle such calls? 2. Do you agree with the view such abusive happenings on the telephone do not have any impact on business? END OF SECTION B

Section C: Applied Theory (30 marks) 📄 📄 📄 📄 This section consists of Applied Theory Questions. Answer all the questions. Each question carries 15 marks. Detailed information should form the part of your answer (Word limit 200 to 250 words).

1. What is meant by Communication Barriers? How and why do they occur? What can be done to overcome the Barriers to Communication? 2. Define and explain the term Negotiation and also briefly explain the phases of Negotiation.