

MID-WEST UNIVERSITY
SCHOOL OF MANAGEMENT (MUSOM)
(An Autonomous Institution)
FINAL EXAMINATION-2078
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER – II

Subject: Business Communication
Full Marks: 100

Course Code: MGT 321
Time: 3 Hrs.

You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8×5 = 40 MARKS)

Answer any EIGHT questions:

1. What is non-verbal communication? Write down the example of non-verbal communication? (2+3)
2. Why would you write a complaint letter? What are major contents of it? (3+2)
3. What is meeting? Discuss various sorts of etiquette of meeting. (2+3)
4. What is the role of communication in the management of business? (5)
5. What is an email? What sorts of technique should be applied while writing an email? (5)
6. What are the common types of letters? Briefly describe. (5)
7. Prepare a notice to announce any update of a business organization. (5)
8. What is a proposal? Why is it important to write a proposal? (5)
9. Describe sentence fragment. Give two examples of sentence fragment and make complete sentences. (5)
10. What roles do the courteous words play in any workforce? (5)

SECTION C: LONG ANSWER QUESTIONS (3×10 = 30 MARKS)

Answer any THREE questions:

11. Describe in detail the three step process of report writing. Provide the appropriate examples to support your answer. (5+5=10)
12. What are the major communication barriers? How do you overcome them for achieving success in business communication? (6+4=10)
13. Describe 7Cs of communication. Highlight their role in business communication. (5+5=10)
14. Describe briefly the component of a short report and prepare a sample of a short report. (5+5=10)
15. Describe business etiquette with its types, importance and application in any business. (3+3+4=10)

SECTION D: CASE STUDY (15 MARKS)

16. Read a case given below and answer the following questions:

Mr. Kailas Sharma has been recently awarded as a businessman of the year. He is a pioneer in the field of detergent powder. Today he is known for his best known brand called 'Lemon Fresno'. Lemon Fresno is popular brand in Nepal and overseas due to its reasonable price, quality and its variety in the sizes. Despite of lots of competitors, Lemon Fresno has been doing quite good though. Many say that it is his dedication, determination, uniquely creative and innovative thoughts that makes his product different than the rest of all. Mr. Kailas Sharma has been actively working in this business for last 20 years. It took lots of efforts to come at this level of competition and commitment.

23 years back in 1995AD, he worked merely as an employee in a call centre of Delhi. Kailas joined a call centre with an ambition of improving his English tongue then. And there he worked almost 3 years. He learnt good communication skills. Working in an international desk, he got to learn how to handle foreign clients, their language and attitude. Then he decided to discontinue his job in call centre. This idea of leaving this job derived him in a crazy journey of investing into detergent business.

In the beginning, he had to suffer a lot due to the poor team work and unprofessional workers. But as the emphasis is given in the trainings and work-shops that how company can literally increase the productivity in employee's performance. The work-shops and training proved to be the best methodologies to increase their productivity in real way. Mr. Kailas Sharma is renowned as a successful industrialist and humanitarian now.

Questions:

- a) What factors attract Mr. Sharma in a call centre? (3)
- b) What made Mr. Sharma to change his commitment to the Lemon Fresno business? (5)
- c) What is the role of communication for successful business? (4)
- d) Do you think that Mr. Sharma should diversify his business? Give reasons. (3)