



Name :

Roll No. :

Invigilator's Signature :

CS/M.Sc.(IN.Sc.)/SEM-1/MI-105/2009-10

2009

BUSINESS COMMUNICATION

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Answer all questions.

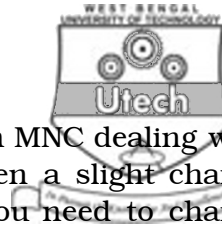
1. a) Do you agree that, in its final form, communication is a manifestation of the personalities of both the sender and the receiver ? Discuss. 12

OR

- b) Why is communication important for good relationship and effective management ?
2. a) What factors should you bear in mind while giving an oral presentation before a large group ? What role does body language play in making oral presentation effective ? 12

OR

- b) What is audience analysis ? List the characteristics of your audience you would like to consider, before giving your presentation.



3. a) You are the management trainee in an MNC dealing with marketing of software. There has been a slight change in the market as a result of which you need to change your strategies. Write a report to your project leader concerning the changes that you need to be brought about. 12

OR

- b) Prepare a report as a management graduate, on communication needs of business management executives. The report is to be submitted to Dean of Instructions division, IIM Kolkata.
4. a) A letter of refusal needs to be drafted for a client requesting for a loan for a project. As a project manager how would you soften the impact of the negative news ? 12

OR

- b) As a manager of big departmental store you have received from one of your customers a letter complaining of incivility and inattention when he visited your store. Write a reply expressing regret and promising full investigation.
5. a) Do you think that the first impression is usually the right impression ? Is it right because it is the lasting impression ? Or is it right in some other sense in the context of interviews ? 12

OR

- b) What qualities does an employer look for a candidate while interviewing him ? Discuss the reasons because of which qualified candidate may not be successful at an interview.
6. Write short notes on any *two* of the following : 2 × 5
- a) Technical proposal
 - b) Technical writing
 - c) Group discussion
 - d) Non-verbal communication.