

DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
PERAMBALLUR-621 212
QUESTION BANK
I MBA SECOND SEMESTER

BUSINESS COMMUNICATION SKILLS

UNIT I

PART A

1. Define personal communication. Does it affect the attitude of individuals?
2. Identify the elements involved communication process
3. How do you give constructive feedback?
4. What is Communication?
5. What is communication process?
6. What are the differences between one way and two way communication?
7. Differentiate between verbal and non-verbal communication.
8. What are the various sources of information?
9. What are the essentials of an effective advice?
10. Differentiate between advice and counseling.
11. What is non-verbal communication?
12. What is Kinesics?
13. What is Proxemics?
14. What is Paralanguage?
15. What is communication network?

PART B

1. list the type of internal operational and external operational communication that may occur in a medium sized apparel manufacturing unit
2. explain the verbal and non verbal barriers to communication
3. What are the components of communication process explain
4. Write short notes on non verbal communication
5. Discuss the components concepts and problems of communication
6. Discuss business communication and the technology context with reference to Email and other communication technologies
7. Discuss the nature and functions of the 7Cs of communication in composing effective written and oral messages
8. Examine intercultural communication, national cultural variables and individual cultural variables as the basis for communicating effectively with the people of other countries

UNIT II

PART A

1. What is memo report
2. What skills do you think is important for preparing minutes?
3. What are the two basic organizational plans used in preparing business messages.
4. Write short notes on special time saving message media
5. Define dyadic communication
6. What is difference between writing solicited and unsolicited sales letters
7. What are the different parts of business letter
8. What are the different types of memorandums
9. Give two examples of informational memorandum process
10. What is Indirect approach in business message? Where is it used?
11. What are neutral messages

PART B

1. Explain the four methods of delivering speech
2. Mention the ways to handle the question and answers session after speech
3. Give the guidelines for participating in job interview
4. What are the elements that constitute the structure of a business letter? Discuss briefly each one of them.
5. Examine the process of preparing effective business messages.
6. Examine the organizational plan for good news and neutral messages
7. Discuss the process of writing with reference to planning step, organizational patterns beginnings endings and composing procedures
8. Discuss in detail how the direct approach can be used as an effective organizational plan for writing favourable replies

UNIT III

PART A

1. What factors should be borne in mind about the construction of an effective sentence?
2. Mention any two features of a well written paragraph.
3. Mention the ways to improve listening skills
4. Mention any two features of well written paragraph.
5. Differentiate cohesion from coherence

PART B

1. As the manager of big departmental store you have received from one of customers a letter complaining the incivility and inattention when he visited your store. Draft a reply expressing regret and promising full investigation
2. As a manager of a big weekly magazine, write a letter to the advertising manager of a business house which has not been advertising in it.
3. A meeting of the executive committee of swadeshi co operative stores jaipur was held at 4 pm on may 7,2009 at which the following business was transacted; minutes of the last meeting, treasures report , appointment of an additional accountant , annual subscription, any other matter.

Assume that you are the secretary and write the minutes of this meeting.

Invent necessary details

4. How are short and long formal proposals to be written? Discuss
5. How can persuasive requests and sales letter be written effectively? discuss

UNIT IV

PART A

1. How does the scientific attitude help in developing an effective style for report writing
2. What is difference between conclusion and recommendations in a project report
3. Differentiate informative speaking from persuasive speaking
4. What is the impromptu option in speaking
5. How is oral information lost because of listeners poor listening habits
6. What is a report?. What are various types of reports?
What is progress report? What is a committee report?.
7. What is forwarding letter?
8. What is the importance of summary in a report?.
9. What is structure of report?. Discuss the importance of summary report?

PART B

1. What are the elements that constitute a technical report? Describe briefly indicating their functions
2. Assume that as the chief engineer of National Engineering limited, Chennai you have written a report to the Managing Director of that site for the establishment of new factory in Hyderabad. Now, inventing the necessary details prepare the table of contents for this report.
3. Discuss the various principles of organization of materials for a technical report.
4. Prepare an outline for preparing report on students extra curricular activities at institutions
5. Discuss in details the different parts of a proposal
6. Write a proposal for a funding agency to execute a public service project. Invent necessary details

7. Explain how unity and coherence of sentences and paragraphs contribute to effective writing. Give your own examples.
8. What are the salient features of an appraisal report? Discuss
9. Discuss the strategies of successful speaking and listening
10. Discuss the strategies of successful interpersonal communication
11. Examine the strategies for improving interpersonal communication with reference to dyadic communication interviewing and telephoning
12. Examine the strategies for improving oral presentation with reference to preparation methods of delivery effective oral and nonverbal delivery stages freight and listening skills

UNIT V

PART A

1. When is negotiating required in the interview process
2. Why is a self assessment important in writing the job application
3. Why should a thank you note be sent after an interview
4. What are the four self assessment categories
5. Give the guidelines for participating in job interviews

PART B

1. Examine the steps involved in successful preparation of the job interview process
2. Examine the different components of the written job presentation
3. Discuss the salient features of a well formed resume and cover letter
4. Discuss the kind of preparation that is considered to be necessary before, during and after the interview.