

NAIPUNNYA BUSINESS SCHOOL (NBS)
FIRST SEMESTER MBA I INTERNAL EXAMINATION OCTOBER 2024
BUSINESS COMMUNICATION AND SOFT SKILLS(BUS1C01)

Time:1 hour 30 min

Maximum:30 marks

Part A

Answer all questions
Each question carries 2 marks

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| 1. What are the key steps in the process of business communication? | L1; CO1 |
| 2. What are two communication challenges commonly faced in a VUCA environment? | L2; CO1 |

Part B

Answer any two questions
Each question carries 4 marks

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| 3. Discuss Hofstede's dimensions of cultural differences and explain how understanding these dimensions can improve cross-cultural communication. | L4; CO2 |
| 4. Discuss the importance of chronemics and haptics in communication. How can an awareness of these factors enhance cross-cultural interactions? | L2; CO2 |
| 5. Explain the 7Cs of business communication and discuss how each contributes to effective communication in the workplace. | L2; CO2 |
| 6. Describe the various steps involved in the process of business communication and explain how feedback plays a critical role. | L2; CO1 |

Part C

Answer any one question
Each question carries 8 marks

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| 7. What is the significance of Proxemics and Kinesics in business communication? | L2; CO2 |
| 8. What are the barriers to communication? Discuss the guidelines to be followed in overcoming communication barriers | L2; CO2 |

Part D

Compulsory question
10 Marks

9. A new startup, "EcoStyle," specializes in eco-friendly clothing and aims to reach young, environmentally conscious consumers. They want to launch an online marketing campaign to promote their new line of biodegradable sneakers. The company plans to use visually striking social media ads showing the harmful effects of regular footwear on the environment. They aim to capture interest by sharing behind-the-scenes videos on how their sneakers are made sustainably, highlighting the environmental benefits. EcoStyle features testimonials from influencers and satisfied customers, showcasing the comfort and style of the sneakers. They offer a limited-time discount and Very Easy, one-click purchasing through their website.

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| 1) How effectively does EcoStyle apply each stage of the AIDA model in their marketing campaign? | |
| 2) What additional strategies could be implemented to strengthen the "Action" phase and increase conversions? | L3; CO1 |