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(Pages : 3)

Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2025

(CUCSS)

M.B.A.

BUSIC01—BUSINESS COMMUNICATION AND SOFT SKILLS

(2024 Scheme)

Time : Three Hours

Maximum : 60 Marks

Part A*Answer all questions.**Each question carries 2 marks.*

1. What is the principle of 'Brevity' in business communication ?
2. What is interpersonal communication ?
3. Define the term 'conclusion' in the context of a speech.
4. Name two common formats of business letters.
5. What is the meaning of one-to-one communication ?

(5 × 2 = 10 marks)

Part B*Answer any four questions.**Each question carries 4 marks.*

6. Explain the importance of 'Feedback Mechanisms' in improving communication effectiveness
7. Explain the importance of feedback in leadership communication.
8. Explain how physical distractions can act as barriers to effective listening.
9. Explain the structure of a press release.
10. Describe techniques to manage audience questions during one-to-group communication.

Turn over

11. Explain the importance of negotiation skills in an interview setting.

(4 × 4 = 16 marks)

Part C

*Answer any **three** questions.
Each question carries 8 marks.*

12. Discuss the steps involved in the communication process, focusing on how messages are encoded and decoded.
13. Analyze the impact of cultural differences on the interpretation of non-verbal cues.
14. Discuss the impact of integrating multimedia elements into business presentations.
15. Discuss the different types of business letters and their roles in business communication.
16. Analyze the impact of stage anchoring on the overall success of an event.

(3 × 8 = 24 marks)

(Compulsory)

17. Analyse the following case and answer the questions given at the end.

Case Study : The Cross-Cultural Negotiation :

Global Enterprises, a multinational corporation, recently entered negotiations with a potential partner in Japan. Nippon Tech. The goal was to form a joint venture to develop innovative technological solutions. Maria, the lead negotiator from Global Enterprises, had a wealth of experience but limited knowledge of Japanese business culture.

During the initial meetings. Maria noticed that the Japanese team was very reserved, often pausing before responding to questions. Mistaking this for indecision, she pressed for immediate answers, leading to discomfort and misunderstandings. Despite their technological expertise, the negotiations stalled.

Maria sought advice from a cultural consultant who explained the importance of patience, respect for hierarchy, and indirect communication in Japanese business culture. Armed with this new understanding. Maria adjusted her approach. She allowed more time for responses, focused on building relationships, and showed deference to senior members of Nippon Tech.

As trust grew, so did the progress of negotiations. Both teams found common ground and worked towards mutual goals, culminating in a successful agreement. This experience taught Maria and her team the value of cultural sensitivity in international business communication.

Questions :

- (a) What were the primary communication challenges Maria faced during the initial negotiations with Nippon Tech ?
- (b) How did understanding Japanese business culture improve the negotiation process for Maria and her team ?

(1 × 10 = 10 marks)