**Reg. No. \_\_\_\_\_\_\_\_**

**Karunya University**

**(Karunya Institute of Technology and Sciences)**

(Declared as Deemed to be University under Sec.3 of the UGC Act, 1956)

**M.B.A. Trimester Examination – October 2011**

**Subject Title: BUSINESS COMMUNICATION Time: 3 hours**

**Subject Code: 10EN307 Maximum Marks: 100**

**Answer ALL questions (5 x 20 = 100 Marks)**

1. State and explain the structure of a business letter.

(OR)

2. Explain the most important elements in face to face communication.

3. What are the essential1 elements in a communication model?

(OR)

4. What are the important barriers to communication?

5. Briefly explain the role of visible code in non-verbal communication.

(OR)

6. Draft a detailed plan that you would prepare for the conduct of a meeting.

7. State and explain the accepted principles of effective business writing.

(OR)

8. Describe the structure of Minutes of Meeting (MOM).

9. **Case Study (compulsory)**:

Rani Marry was employed to work with food services of a Community Hospital. She was married but had no children. The job for which she was employed required that she work two days a week from 5 A.M to 2 P.M. The other three days she worked the regular day food scheme from 8.30 A.M to 5.30 P.M. When she joined for her job, either she failed to hear information about the early work schedule or the employment clerk forgot to tell her. She feels sure that if the early schedule had been mentioned she would have heard it because under those conditions she would not have taken the job.

During the first two weeks, the job required Marry to work regular day shift in order to have an instructor show her how to do the job. So Marry thought she was on the regular day shift. She vaguely remembers that near the end of her first two weeks her supervisor mentioned something to her about beginning her regular schedule but she did not understand what the supervisor meant and she did not inquire further. The result was that Marry failed to report for work on the early schedule on the required day. When she did report for work at regular hour of 08.30 A.M., her supervisor criticized her for lack of responsibility. Marry said she could not work the early shirt for family reasons and resigned.

**Question**

Analyze the communication blockage in this case. Discuss ideas such as listening, feedback and inference. Then explain how you handle the employment and probationary work period for Marry.