MID-WESTERN UNIVERSITY

FACULTY OF MANAGEMENT

FINAL EXAMINATION: 2073

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER – II

Subject: Business Communication - II Course Code: MGMT 321

Full Marks: 100 Time: 3:00 Hours

*You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.*

**SECTION B: SHORT ANSWER QUESTIONS (8 5 = 40 MARKS)**

*Answer any EIGHT questions:*

1. Define communication. Explain the process of communication. [2+3]
2. What do you mean by communication barrier? Explain the various types of barriers in communication. [2+3]
3. What makes most of the English words confused? Make a list of confusing words in English. [2.5+2.5]
4. Distinguish between noun and pronoun with suitable examples. [5]
5. What is an E-mail? What sorts of techniques should be applied while writing an e-mail? [2+3]
6. Why would you write a letter of inquiry? [5]
7. Write and explain any five essential components of a letter. [5]
8. What are the distinct components of proposal? Explain. [5]
9. What roles do the courteous words play in any workforce? [5]
10. What is meeting? Discuss various sorts of etiquettes of meeting. [2+3]

**SECTION C: LONG ANSWER QUESTIONS (3 10 = 30 MARKS)**

*Answer any THREE questions:*

1. State and explain the 7Cs’ of communication. [10]
2. Explain the various steps of report writing. [10]
3. How can a person improve the skill of reading, writing, speaking and listening? [10]
4. Distinguish between good and bad news letter with suitable examples of each. [10]
5. What is business manner? Why is it so important to dress up properly in the workforce? [2+8]

**SECTION D: CASE STUDY (15 MARKS)**

1. *Read a case given below and answer the following questions:*

Mr. Kailas Sharma has been recently awarded as a businessman of the year. He is a pioneer in the field of detergent powder. Today he is known for his best known brand called ‘Lemon Fresno’. Lemon Fresno is popular brand in Nepal and overseas due to its reasonable price, quality and it’s variety in the sizes. Despite of lots of competitors, Lemon Fresno has been doing quite good though. Many say that it is his dedication, determination, uniquely creative and innovative thoughts that makes his product different than the rest of all. Mr. Kailas Sharma has been actively working in this business for last 20 years. It took lots of efforts to come at this level of competition and commitment.

23 years back in 1995AD, he worked merely as an employee in a call centre of Delhi. Kailas joined a call centre with an ambition of improving his English tongue then. And there he worked almost 3 years. He learnt good communication skills. Working in an international desk, he got to learn how to handle foreign clients, their language and attitude. Then he decided to discontinue his job in call centre. This idea of leaving this job derived him in a crazy journey of investing into detergent business.

In the beginning, he had to suffer a lot due to the poor team work and unprofessional workers. But as the emphasis is given in the trainings and work-shops that how company can literally increase the productivity in employee’s performance. The work-shops and training proved to be the best methodologies to increase their productivity in real way. Mr. Kailas Sharma is renowned as a successful industrialist and humanitarian now.

**Questions:**

1. What factors attract Mr. Sharma in a call centre? [3]
2. What made Mr. Sharma to change his commitment to the Lemon Fresno business? [5]
3. What is the role of communication for successful business? [4]
4. Do you think that Mr. Sharma should diversify his business? Give reasons. [3]

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