MID-WESTERN UNIVERSITY

FACULTY OF MANAGEMENT

FINAL EXAMINATION: 2074

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER – II

Subject: Business Communication - II Course Code: MGT 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 business communication. Show its importance in any business institutions. (2+3)
2. What are the barriers of communication? Describe with examples. (5)
3. Enlist the 7Cs and explain each of them briefly. (5)
4. Compare and contrast the oral and written communication with your examples. (5)
5. Mention five important rules and examples of subject verb agreement. (5)
6. How do you order the adjectives when they are more than two? Give an example using seven adjectives together. (3+2)
7. Prepare a memo for a program or meeting in an organization. (5)
8. Why do planning play crucial role in report writing? (5)
9. Define business etiquette and show its importance in corporate institutions. (5)
10. Which do you prefer letter or email to write something? Why, give your reasons? (5)

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

*Answer any THREE questions:*

1. Explain in detail about the communication process with examples. (10)
2. Write a letter to the editor about the impact of flood on business and daily life of the people in your community and give some short term and long-term ways to be out from this problem. (10)
3. What are the steps of report writing? How do you complete a report? Show a standard format of a report. (3+3+4)
4. "Business communication is the life blood of any organization". Justify your answer with examples and reasons. (10)
5. Prepare a business proposal to plant a supermarket in your town. Address the possibilities and challenges. (10)

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

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

**BONFIRE COMMUNICATIONS**

Bonfire Communications is located in San Francisco and was founded in 2001. By combining strategic and organizational consulting with interactive design, branding and marketing, Bonfire created what they call the “Bonfire Magic”—a communication approach that is greater than the sum of its parts. The initiative is unique and successful. Using multidisciplinary teams, the company has worked on implementing supply chain processes, large enterprise technologies, branding initiatives, reorganizations and mergers for companies around the world. It has created new ways of bringing new visions to life, building programs that inspire participation and action from employees, customers and the marketplace.

The culture can best be described through Bonfire’s philosophy—results-oriented but fun. The 27 employees are an energetic, business-savvy and passionate team of professionals committed to making a positive impact in the world. With a fast and efficient working style, the staff collaborates with clients and teammates to develop straightforward, creative solutions to complex business challenges. All the while, their work is infused with an appreciation for everyday life and laughter. In addition, Bonfire can be described as a learning organization. The collaborative working style lets everyone know what everyone else is working on. The key is to leverage skills.

The company is in growth mode; therefore, management must make sure that employees are connected daily in terms of operational procedures and culture. Understanding business processes as the company grows has been an issue, and making sure the staff has the appropriate forms and required training has been challenging. During the past few years of growth, Bonfire has documented new and emerging business processes within the firm and shared them with staff to assist in keeping them connected.

Bonfire developed an employee/operations manual and is working on a company manifesto for a cultural orientation. The manifesto defines the company for contractors and clients. As the company has grown, it has developed more tools to support internal dialog, including the intranet and the internal employee blog. Bonfire also uses an open floor layout. The directors have offices with walls and doors but no ceilings. This allows directors to have enclosed space for writing and making calls with clients, without being cut off from the rest of the staff. The managers are located next to creative services, which facilitate the creative process. The managers are also close to the directors to offer them support. This arrangement has contributed to improved communication.

Bonfire uses open book management. The business is driven by targets. Overall, employees understand targeted company revenue, profit and project profitability. Bonfire also uses a combined bonus pool. If revenue and profit goals are reached for the year, every person gets a bonus that is 10 percent of their salary.

**Questions:**

a) How has Bonfire Communication created new opportunity to the managers? (5)

b) What are the styles of working in a collaborative in Bonfire Communication? (5)

c) How did manager manage his connectivity to impart better communication for intended result? (5)

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