**GLOBAL COLLEGE INTERNATIONAL**

**MID-TERM EXAMINATION 2023**

**BACHELOR OF BUSINESS ADMINISTRATION-BBA**

**SEMESTER II**

**Subject: Business Communication Course Code: MGT 421**

**Full Mark: 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 x 5 = 40 MARKS]**

*Answer any EIGHT questions:*

Q1. What do you understand by channel and medium in business communication?

Q2. What are the barriers in effective communication? How can you overcome such barriers?

Q3. Describe different types of letter formats and components of a letter.

Q4. Write an email to an employee of your company who is also a gossip monger and who has not been following the policy of your company.

Q5. You are calling for an urgent meeting of the staff of your department. Write a memo to all the staff about the meeting.

Q6. Underline the preferred choice within each set of parentheses.

1. Where was your argument (*leading to, leading*)?
2. I wish he would get (*off, of*) the phone.
3. U.S. Mercantile must become (*aware, aware of*) and sensitive to its customers’ concerns.
4. Dr. Namaguchi will be talking (*with, to*) the marketing class, but she has no time for questions.
5. Matters like this are decided after thorough discussion (*among, between*) all seven department managers.
6. We can’t wait (*on, for*) their decision much longer.
7. Their computer is similar (*to, with*) ours.
8. This model is different (*than, from*) the one we ordered.
9. She is active (*in not only, not only in*) a civic group but also in an athletic organization.
10. Carolyn told Jorge not to put the used inkjet cartridges (*in, into*) the trash can.

Q7. Rewrite each sentence so that the verbs are no longer camouflaged:

a. Adaptation to the new rules was performed easily by the employees.

b. The assessor will make a determination of the tax due.

c. Verification of the identity of the employees must be made daily.

d. The board of directors made a recommendation that Mr. Ronson be assigned to a new division.

e. The auditing procedure on the books was performed by the vice president.

Q8. Revise these sentences in order to present the ideas in parallel form:

a. Mr. Hill is expected to lecture three days a week, to counsel two days a week, and must write for publication in his spare time.

b. She knows not only accounting, but she also reads Latin.

c. Both applicants had families, college degrees, and were in their thirties, with considerable accounting experience but few social connections.

d. This book was exciting, well written, and held my interest.

e. Don is both a hard worker and he knows bookkeeping.

Q9. Rewrite these sentences to eliminate the indefinite starters:

a. There are several examples here to show that Elaine can’t hold a position very long.

b. It would be greatly appreciated if every employee would make a generous contribution to Mildred Cook’s retirement party.

c. It has been learned in Washington today from generally reliable sources that an important announcement will be made shortly by the White House.

d. There is a rule that states that we cannot work overtime without permission.

e. It would be great if you could work late for the next three Saturdays.

Q10. How does non-verbal communication complement verbal communication? How does the knowledge of non-verbal communication help in making the communication more effective?

**SECTION C: LONG ANSWER QUESTIONS [3 x 10 = 30 MARKS]**

*Answer any THREE questions:*

Q11. Explain 7 Cs of communication with a good example and a bad example of each C.

Q12. Write the minutes of a meeting that you have conducted recently. Articulate clearly your agenda and decisions.

Q13. Write a persuasive letter to sell a product or service of your company, adopting “you” attitude and applying AIDA plan.

Q14. Discuss the three-step writing process that you will adopt while replying to a complaint letter from your customer.

Q15. What are good news letters and bad news letters? What kind of approach is suitable for both? Clarify with examples.

**SECTION D: CASE STUDY [15 MARKS]**

Q16. Read the following case and answer the questions that follow.

Any experienced entrepreneur will tell you there’s a big difference between having a great idea for a business and actually building a successful business. Many things have to go right, from creating a compelling product or service to finding the right employees to getting enough money to launch, expand, and sustain operations.

For Archana Patchirajan, Sonpreet Bhatia, and Puneet Mehta, the adventure started with the NYC BigApps competition. This contest is sponsored by the city of New York as a way to encourage entrepreneurs to create better ways for people to use the NYC Data Mine, a huge trove of data created by all the government departments and agencies in the city.

The three partners jumped on the opportunity with NYC Way, a mobile application that helps people “navigate and explore” the city, whether they are residents looking for apartment deals or visitors looking for a great restaurant. One key aspect of the BigApps competition is that entrepreneurs must put their apps online for people to try out. By the time the contest ended, 100,000 people were using NYC Way.

Patchirajan, Bhatia, and Mehta clearly had a hit product on their hands. The next challenge was to turn it into a thriving business. As with most startups, that meant getting money to expand operations. The competition garnered the new firm, MyCityWay, priceless publicity and a small amount of seed funding that let the team set up offices and begin hiring.

Momentum continued to build as they enhanced the product and several hundred thousand more people began using it. After a successful launch in the New York City market, the next step was to conquer the world. That would require a significant infusion of capital, and to attract that, the three founders knew they needed a formal business plan to show potential investors why MyCityWay would be a smart place to invest their money.

With their Wall Street backgrounds, Patchirajan, Bhatia, and Mehta understood the fundamentals of business finance, which gave them a good foundation for their plan. They also got smart advice on what today’s investors are looking for: short, compelling documents that strike a balance between providing enough information to be persuasive and providing so much information that potential investors balk at reading it. With so many plans crossing their desks day after day, most venture capitalists and other investors don’t have the time to slog through 50 or 60 pages of details to judge whether a company might be worth pursuing as an investment candidate. They want to be captivated in a matter of seconds and persuaded to learn more in a matter of minutes.

MyCityWay clearly found the right balance with its plan, as a second round of funding brought in $1 million in capital and then luxury carmaker BMW invested $5 million as part of its “BMW i” program, which promotes the development of innovative automotive materials and technologies. By early 2011, the company had apps for several dozen cities around the world and was launching a new city app about every week. Thanks to a great product and a compelling business plan, MyCityWay is now well on its way to becoming a global player in the world of mobile information.

**Questions**

1. How did the three partners translate their idea into a business plan?
2. How did their Wall Street experience help them in their business?
3. What made it possible for them to chase the idea of “conquer the world”?
4. What business idea do you get for yourself from the story of MyCityWay?