

**Code No: MA116**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA – I Semester Examinations, February / March -2012**

**BUSINESS COMMUNICATION AND SOFTSKILLS**

**Time: 3hours**

**Max. Marks: 30**

**Answer any five questions  
All questions carry equal marks**

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- 1.a) Write about cultural and psychological barriers in language communication. Give examples. How can they be overcome?
- b) Why is the body language so critical to communication?
2. What changes has computer technology brought about in the field of a communication? What are the advantages of this technology? What are its limitations?
- 3.a) Explain the relevance of visual aids as important aspects of technical presentation.
- b) What is the importance of the 'you' attitude in business communication? What points should the writer of a business letter keep in mind so that this 'you' attitude may be served best?
- 4.a) Explain the ground work required before attending an interview and the various types of interviews.
- b) What, according to you, are the Dos and Don'ts in facing an interview panel?
- 5.a) What are the guidelines to be followed to achieve clarity and economy in writing?
- b) Communication is a dynamic interactive process. Elaborate on the different stages of communication.
- 6.a) What is a business letter? Briefly mention the chief characteristics of a good business letter.
- b) You have bought a washing machine from a reputed company. However, when you opened the sealed packing at home, you found the main body was cracked. Write a letter to the manufacture telling him about the problems and asking him to replace your set immediately.
- 7.a) What is a technical report? Give details of the various parts of the technical report.
- b) Write a report to be submitted to the Chief Executive Officer, Corporation of Hyderabad on the improvement and development of roads in Hyderabad.
8. Write short notes on
  - a) The style and guidelines important to a business writer.
  - b) Importance of good organization in written communication.
  - c) Kinesis
  - d) Barriers to effective writing.

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