

SVKM's NMIMS
NMIMS - GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DSM

Examination: December 2014

Subject: Business Communication & People Management

Semester: II

Course: New

Marks: 70

Time: 11.00 a.m. to 2.00 p.m.

Date: 31.12.2014

Instructions:

1. Answer to each new question to be started on a new page.
2. Figures in bracket indicate full marks.

Q 1) Write short notes (Any 2 out of 4)

(Marks: 2x5=10)

- a) Semantic Barriers to communication
- b) Process of Listening
- c) Team Building
- d) Significance of Public Speaking

Q 2) Write short notes (Any 2 out of 5)

(Marks: 2x5=10)

- a) Golden rules of Business Etiquette
- b) Persuasive Communication
- c) Types of Business Reports
- d) Components of the Communication Process
- e) Time management

Q 3) Attempt any 3 out of 5

(Marks: 3x10=30)

- a) What points should you keep in mind while doing business with foreigners?
- b) Elucidate the advantages and disadvantages of non verbal communication.
- c) What are the possible obstructions to communication and how can they be removed?
- d) Highlight certain obstacles one needs to overcome to be an effective listener?
- e) Describe telephone etiquettes that people must bear in mind.

Q 4) Attempt both the questions

(Marks: 2x10=20)

Mr. Anand, the area sales manager of Neteroil Instrumentation, Eastern Region, is asked to present a report on the annual sales of the company to the top management. He heads a team of over hundred employees. As he is unwell and is not mobile, he has asked his intern Manish Pai to present the same to the top management, on his behalf. Manish has worked with Mr. Anand for the past seven months and is well aware of the content of the presentation and agrees to do as suggested.

- a) What tips would Mr. Anand give Manish Pai to make sure that the presentation is well appreciated by the top management and their efforts are fruitful?
- b) If you were Manish Pai, what would you do to ensure a successful presentation?

X-----X