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

Programme: CCC/CBM
Academic year: 2013 – 2014
Subject: Business Communication and Etiquette
Date: 15.12.2013

Term End Examination
Marks: 70
Time: 11.00 a.m. to 2.00 p.m.

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

Q.1) Discuss in brief (Any 2 out of 4) (Marks: 2X5=10)
   a) Intrapersonal communication
   b) Conflict management
   c) Watchdog
   d) AIDA

Q.2) Write short notes (Any 2 out of 5) (Marks: 2X5=10)
   a) Impromptu speech
   b) Cloud computing
   c) Kinesics
   d) Artifactics
   e) Grapevine communication

Q.3) Answer any 3 out of 5 (Marks: 3X10=30)
   a) Technology has changed business in many ways. Discuss the effects of technology on communication patterns.
   b) Write a note on the workplace habits/skills corporate professionals need to inculcate for the smooth interactions.
   c) Describe in brief any five characteristics of ethical communication.
   d) What are the seven C's of communication?
   e) Suggest any five guidelines for writing negative messages.
Q.4) Read the following Case Study and answer the following questions: (Marks : 20)

Mr. Vinod was a foreman in a large fiberglass product factory. He often used to talk in a very loud voice and upper pitch because he was used to talk over the factory noise. Vinod was a very aggressive man, always in a hurry. Amit and Sumit were called into Vinod’s office for an explanation of a new procedure. Vinod talked to them in the same loud voice which he used in the factory. The loudness of his voice made it hard to concentrate on the message. He was in a hurry as usual. His parting words were, “Go back to the line and explain to your co-workers whatever I told you”. Amit and Sumit left his office very confused, frustrated and not very knowledgeable about the new procedure they were assigned to implement.

Questions:

a) What was the problem with Vinod’s style of communication? (Marks : 10)

b) How should Amit & Sumit prepare themselves for their next conversation with Mr. Vinod? (Marks : 10)