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Reg.No. _____

Name: _____

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIRST TRIMESTER MBA DEGREE EXAMINATION OCTOBER 2016**

MBA 14 BUSINESS COMMUNICATIONS

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. "Communication is a process involving certain distinct steps." Illustrate with an example
2. "Reflection and empathy are the two constituents of an accomplished speaker." What do you mean by 'reflection' and 'empathy'?
3. Good writing is essentially a three-stage process. What are these three stages?
4. "Persuasive letters involves skillful sequencing of ideas". What are its attributes?
5. Distinguish between 'skimming' and 'scanning'

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. Communication is the lifeblood of an organization. Discuss this with special reference to communication structure of an organization.
7. "All listening is hearing, but all hearing is not listening". Substantiate your views by explaining the process involved in listening.
8. "A writer should never be brief at the expense of being clear". Discuss the principles of effective writing in the context of this statement.
9. Draft a notice with a five-point agenda for the first General Body meeting convened to elect office bearers of an association
10. List out the do's and don'ts of preparing a good case study.

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Answer the questions given at the end of the case:

Washington based 'Fresh for You' Foodmaker makes and markets *Crispy Chicken*. Unlike the precooked and processed Crispy Chicken that consumers are familiar with, these are fresh and sold refrigerated. In 2012, the company realized that while those who tried this fresh Crispy Chicken found them delicious, very few people were aware of the brand. Charlene M Richardson, the company's Director of Marketing, found that some food chains were talking enthusiastically among themselves about her brand of Crispy Chicken. She decided to leverage it and promote the brand using electronic media.

With the help of professionals, who were already Crispy Chicken fans, 'Fresh for You'

engaged a large number of people to send mails from the company's own id. The campaign was a smashing success – sale of Crispy Chicken went up by 45% compared to the previous year.

The highly impressed representatives of *BarnRaisers*, a provider of digital marketing solutions, asked Charlene Richardson for the tips for such a fabulous success with electronic media.

This was her reply: “Ask fundamental business questions. What are the desired results? Who do you want to attract? Where do you find them? What are the measurements that matter? If you take the time to ask and answer these questions, the right path for your business starts to reveal itself.”

Questions:

- 1) What may the reasons for choosing email as the medium of communication to promote the brand?
- 2) Why was the campaign a smashing success?
- 3) What are the 7 Cs to be observed in communication?
- 4) Which are the guidelines to be followed in sending emails?
- 5) Explain the audience – centered approach employed in the emails
- 6) Highlight the peculiar features of the product that attracted consumers
- 7) Explain the ‘you attitude’ in the mind of the sender
- 8) What did *BarnRaisers* want to learn from ‘Fresh for You’ Foodmaker?

(20 marks)