

**Jagan Institute of Management Studies**  
**End-Term Examination, September, 2016**  
**Trimester I – PGDM 2016-18**

***Business Communication***  
***ET\_PG\_BC\_2209***

Time: 3 Hrs.

M. Marks: 70

**INSTRUCTIONS: Attempt any FIVE questions. All question carry equal marks.**

- Q 1** a) What is the role of business presentations? Explain schematically the presentation process.  
b) What multiple roles does a business presentation seek?  
c) What is audience analysis and what is the structured methodology to do the same? **14**
- Q 2** Write a 300 word essay on any **ONE** of the following:  
a) Social Media impactful or addictive.  
b) Executive communication – Necessity and approach.  
c) TV Debates & Breaking News has become TRP booster. **14**
- Q 3** Write a letter to Branch Manager, SBI Branch, Rohini sector 5, New Delhi, to avail soft education loan to partly fund your 2 years PGDM Higher Studies. (Students can presume September as start of new academic session)
- OR**
- Write a request application to apply for a vacancy of Area Sales Officer in Nestle India Ltd. advertised recently in The Times of India. **14**
- Q 4** Conflicts in relationships are primarily as a result of barriers in communication. Elucidate? **14**
- Q 5** Write an email as General Manager (Sales) to all your sales executives asking them to forward the following:  
a) Report of their area of operations.  
b) Existing distribution network and recommendations to create a bigger network.  
c) Product acceptability status in area of operations  
d) Recommendations to enhance sales **14**

- Q 6** Explain the principles and strategic values of starting and closing a communication? **14**
- Q 7** Write short notes on any **FOUR** of the following (100 to 150 words)
- a) Value of reading business newspaper daily.
  - b) Need and importance of business drafting.
  - c) Process of communication.
  - d) Attitude in writing.
  - e) Networks are not made, they are earned
  - f) Growing importance of apps in smart phones **14**

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