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Course Code

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First Semester MBA Degree Examinations, October/November 2022

BUSINESS ENGLISH

Duration: 3 hrs

Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Question No. 1 to 7.**2. Question No. 8 is compulsory**3. Missing data, if any, may be suitably assumed*

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1.	a. What are meetings?	03	(1 : 1 : 1)
	b. What are the different types of presentation skills?	07	(1 : 1 : 1)
	c. How to run a successful meeting?	10	(1 : 1 : 1)
2.	a. What are business etiquettes?	03	(1 : 1 : 1)
	b. What are the different types of etiquettes?	07	(1 : 2 : 2)
	c. How to give advice, instructions, orders, apologies and regret in a formal occasion?	10	(1 : 2 : 2)
3.	a. What is proxemics?	03	(1 : 3 : 3)
	b. What is the difference between Haptics and Kinesics?	07	(1 : 3 : 3)
	c. Explain paralanguage.	10	(1 : 3 : 3)
4.	a. What is meant by group discussion?	03	(1 : 4 : 4)
	b. What are the objectives and purposes of group discussion?	07	(1 : 4 : 4)
	c. Explain the scope, phases and tips to improve a group discussion.	10	(1 : 4 : 4)
5.	a. What is an interview?	03	(1 : 5 : 5)
	b. What are the basic interview etiquettes?	07	(1 : 5 : 5)
	c. What are the Do's and Don'ts to face an interview?	10	(1 : 5 : 5)
6.	a. What is Body Language?	03	(1 : 3 : 3)
	b. Explain the concept of behaviour significance with facial expression.	07	(1 : 3 : 3)
	c. Distinguish between Chronemics and Chronomics. Write the comment.	10	(1 : 3 : 3)
7.	a. What is presentation?	03	(1 : 1 : 1)
	b. What are the types of interviews?	07	(1 : 5 : 1)
	c. Explain the four space Jones for social interaction?	10	(1 : 3 : 1)

Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO - Programme Outcome)

8.

Case study

Started in 1965, ChemCo is a leading manufacturer of car batteries in the U.K. market. Since then, it has been under the charge of Mr. Jones, the founder-owner of the firm. In 1999, the company decided to go for a diversification by expanding the product line. The new product was batteries for fork-lift trucks. At the same time, Mr. Marek was appointed the Senior Vice President of marketing in the company. However, soon after its successful diversification into fork-lift batteries, the sales in this segment began dropping steadily. Mr. Marek wanted to introduce some radical changes in the advertising and branding of the new business but the proposal was turned down by the old-fashioned Mr. Jones. At this juncture in 2002, the firm is losing heavily in the fork-lift batteries business and its market share in car batteries is also on a decline. Mr. Jones has asked Mr. Marek to show a turnaround in the company within a year.

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| a. What steps should Mr. Marek take to take the company out of its troubles? | 03 | (1 :5 :1) |
| b. How do you analyze the above situation? | 07 | (1 :4 :1) |
| c. Evaluate some of the facts on the case. | 10 | (1 :2 :2) |

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