

QP CODE: 24900019



Reg No:.....

Name:.....

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
FIRST SEMESTER MGU-UGP (HONOURS) REGULAR
EXAMINATION NOVEMBER 2024

First Semester

Core Course - MG1CCRBBA103 - BUSINESS COMMUNICATION -I

(2024 ADMISSION ONWARDS)

Duration: 1.5 Hours

Maximum Marks: 50

**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Interest (I),
Appreciation (Ap), and Skill (S)**

*Students should attempt atleast one question from each course outcome to enhance their overall
outcome attainability.*

[Learning Domain][CO No(s)]

Part A

Short Essay Type Questions

Answer 2 questions.

Each question carries 5 marks

1	You are attending a company-wide meeting where the CEO presents the annual report and future goals for the organization. Later that day, you hear a colleague chatting with friends at lunch about their thoughts on the CEO's presentation. What types of communication are being used in this scenario? Identify which example represents formal communication and which represents informal communication. Explain why they are categorized as such.	[U]	[1]
2	A communication breakdown may result from a supervisor attempting to have a conversation in a noisy factory where it is almost impossible to understand and hear one another. Comment and explain the barrier the supervisor is facing.	[U]	[1]
3	A new employee, Ann is communicating with colleagues through emails and chat apps. What essential etiquette should they follow to ensure professionalism in their digital communications with examples?	[A]	[3]
4	What tools are most commonly used for communication in the gig economy, and how do they facilitate collaboration?	[U]	[4]

(2 × 5 = 10)

Part B

Essay Type Questions

Answer 2 questions.

Each question carries 10 marks

5	Reliance Pharmaceuticals, a leading pharmaceutical company based in Mumbai, employs over 3,000 professionals, including researchers, sales teams, and administrative staff. The company operates nationwide and collaborates with international partners. The company faced challenges in maintaining clear and effective written communication across its various departments and with international collaborators. This led to misunderstandings, delayed project timelines, and decreased productivity. To address these issues, Reliance Pharmaceuticals decided to enhance its channels of written communication. Critically evaluate the different channels of written communication that can be implemented by Reliance Pharmaceuticals and its advantages.	[U]	[1]
6	TO & CO is a startup company, which produces and sells home made chocolates. Even though the product is good, they failed to market the product. The owner of the company decided to collaborate with some social media influencers to market their products. Whether this method of communication will help to reach the actual target customers and explain the importance of digital collaboration in this era.	[A]	[3]
7	<p>"TechX Innovations is a multinational company with employees working remotely from different countries. The company has adopted virtual communication tools to facilitate collaboration across time zones. Employees use a combination of synchronous (real-time) communication methods like video conferencing, and asynchronous (non-real-time) communication such as emails and project management platforms. Despite these tools, the company is facing challenges such as time zone conflicts, communication delays, and misunderstandings due to lack of non-verbal cues. Additionally, employees report feeling isolated and disconnected from the team.</p> <p>1. Apply your understanding of synchronous, asynchronous, and blended communication methods to recommend a comprehensive virtual communication strategy for the company. 2. Identify and explain the potential challenges of virtual communication that TechX Innovations faces. 3. Propose practical solutions to address these challenges and improve both team collaboration and individual engagement."</p>	[A]	[4]
8	Alex is a high school student who frequently uses social media and online forums. He values respectful online interactions but faces negative behaviour on social media and forums. Review the strategies he can implement to practice good digital citizenship in response to such challenges. Explore the potential benefits of being a responsible digital citizen, along with the obstacles he might encounter in fostering a positive online environment.	[U]	[3]

(2 × 10 = 20)

Part C

Letter Writing

Compulsory question.

Each question is worth 20 marks. 10 marks for the record submission and 10 marks for the drafted letter.

9	Draft a Cover Letter for an Internship by outlining educational background and career aspirations.	[C]	[2]
---	--	-----	-----

(1 × 20 = 20)

END OF THE QUESTION PAPER
