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Question Paper Code : 15038

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2016.

First Semester

BA7108 — Written Communication

(Regulations 2013)

Time : Three hours

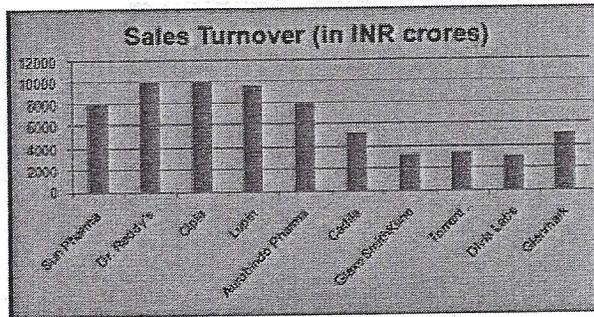
Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. You work for a standard mobile company. Write an SMS to be sent to the customers related to the offers to be given during the festive season. Start with an 'attention grabber' and end with 'call to action'.
2. Your boss has invited you for the New Year get together. You have a family function and so you are not able to be a part of it. Write a message declining the invitation.
3. Rewrite the following sentences, making it more gender sensitive:
 - a) The salesman of the company has given a demo of the product to the women customers.
 - b) Mr. Joe, the chairman of the company is addressing the businessmen today.
4. What is a tweet? Write a sample of it.
5. You are the Manager of a small firm. The Managing Director of the company plans to discuss about launching a new product. Prepare a notice to be circulated to the directors.
6. The manager of the textile company where you work had been awarded the "Best Project Excellence Award" by the Ministry of Textile. Write a note congratulating the Manager.

7. The sales turnover of the pharma companies are given in the data. Write two important observations you can make from the data.



8. Rewrite the following sentences so that they are shorter and communicate their meaning more effectively. (2x1=2)
- a) Our bank has told us that you haven't made this month's payment.
- b) There's a problem on the computer system. It won't work between 10 and 12 pm tomorrow.
9. Prepare a short questionnaire (4 questions) to get feedback on the new product, Lenovo Vibe K5 Note (32GB) that has been launched recently.
10. You are the Manager of a confectionary shop. Prepare a circular to be put up asking for suppliers to supply cardboard boxes for packing.

PART B — (5 × 13 = 65 marks)

11. Write a letter of application and CV in response to *one* of the following advertisements:

a) Wanted: Sales Executive - MBA – Fresher – Marketing / Sales

Location: Pune, Hyderabad / Secunderabad, Delhi/ NCR(National Capital Region), Gandhinagar, Coimbatore

Contact:HRTeam

Avaya India Pvt Ltd

Coimbatore-3

Mail: avaya@gmail.com

Or

- b) Mind Infosoft Global Services. - Chennai, Tamil Nadu requires Sales Managers
Candidates should be Graduates / Post Graduates in B.Com, BBM, BBA,
B.Sc, MBA Finance, M.Com....
Mail your CV and Cover letter to *cv@shine.com* -

12. Write a report on one of the following topics:

- a) You are the Customer Service Manager of Sardar Roadways. One of the buses that was plying between Chennai to Trichy met with an accident near Villupuram. The vehicle dashed against a stationary lorry and the driver lost his life while the cleaner escaped with injuries. The passengers also suffered minor injuries. You have been asked to submit a report of the accident to the General Manager. Prepare a report in about 300 words on the reasons for the accident and your recommendations to prevent such accidents in future.

Or

- b) You are the Manager of VV Exports, Namakkal .

Exports of processed food and related products

India's exports of processed food and related products (inclusive of animal products) Main export destinations for food products have been the Middle East and Southeast Asia.

Prepare an **Annual Report** of the company's exports, turnover etc to be published in the Newsletter.

13. Write an email on one of the following:

- a) As the Manager of Shalom Travels, you arrange tour packages to the tourist destinations in India. A customer, Suresh wants to inquire about your package to Ooty for three days. Prepare an email in about 250 words explaining about the package and the three day itinerary in an impressive way.

Or

- b) As the Manager of a leading mobile company, you wish to expand the company to the small towns in Tamilnadu. Prepare a proposal to be given to the CEO of the company about the prospects of starting the branch in the town of your choice.

14. Write an article for publication in a newspaper on any one of the following topics in about 250 words.

a) The initiative of the Indian government towards a cashless society.

Or

b) The judicial system in India is in dire need of reforms.

15. Answer any one of the following in about 250 words.

a) What is email writing? Why is it popular? What are the guiding principles and etiquettes while composing emails?

Or

b) What is a memo? When are memos written? Write about the structure and style of a memo.

PART C — (1 × 15 = 15 marks)

16. (a) Prepare a Research Paper to be published in a business journal on the topic “Buying Goods online” The paper should contain a questionnaire, abstract, data, analysis, documentation etc.

Or

(b) You are the HR manager of a company. You find that a large number of employees are coming late to office quite regularly. Warnings and penalties have not yielded much result, as the employees take leave or they are prepared to forego their salary for some days. Road traffic is beyond your and their control. You also happen to attend office late sometimes. Write a project proposal to your management to ensure that all employees of your organization attend office on time