



Roll no.....

End Semester Examination, December 2024
MBA – Semester III
Business Communication Skills III (MCMC803)

Time: 2.5 hrs.

Max Marks: **50**

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

Q.1 *Attempt any five questions:*

- (a) What is something unique or interesting about you that people might not know? [CO-1] [L-3] **2**
- (b) What role does urgency or curiosity play in creating an effective email subject line? [CO-1] [L-2] **2**
- (c) What role does detail play in descriptive writing? [CO-1] [L-3] **2**
- (d) What are some signs that your email tone may be too casual or too formal for the intended recipient? [CO-1] [L-3] **2**
- (e) How does informative writing differ from other types of writing? [CO-1] [L-2] **2**
- (f) What memories or experiences are associated with your favorite food? [CO-1] [L-4] **2**
- (g) How can the use of punctuation (commas, periods, dashes) change the meaning of a sentence? [CO-1] [L-2] **2**

2x5

PART-B

Q.2 Discuss the role of emotional intelligence in leadership communication and its influence on team dynamics. [CO-2] [L-3] **10**

OR

Discuss the role of emotional intelligence in conflict resolution, especially in multicultural teams. [CO-2] [L-3] **10**

- Q.3** Write a persuasive essay to your school board to advocate for healthier lunch options in the cafeteria. What are the key arguments you would present to persuade them, and how would you back these up with evidence? [CO-3] [L-5] **10**
[CO-3] [L-] **10**

OR

Persuade your audience to support the idea of a four-day workweek. Discuss the economic, social, and personal benefits of such a change, and explain how you would overcome common objections to this idea. [CO-3] [L-5] **10**

- Q.4** Prepare a business report for your upcoming marketing project, emphasizing how to preserve objectivity and credibility, and the actions to ensure the ethical integrity of the data and findings presented. [CO-4] [L-4] **10**

OR

Write a Request for Proposal (RFP) in your capacity as a team leader, ensuring the document is clear, detailed, and well-organized to solicit accurate and competitive proposals from vendors. [CO- 4] [L-4] **10**

- Q.5** Write a formal letter to a customer expressing regret for the quality issue with the skin product provided. [CO-5] [L-4] **10**

OR

Write a formal letter to step down from your position as a Team Leader in a Corporate Bank. [CO- 5] [L-4] **10**