



M.E / M.TECH/MCA DEGREE EXAMINATIONS: DEC 2024

(Regulation 2024)

First Semester

MASTER OF TECHNOLOGY MANAGEMENT

24TMT504: Business Communication

COURSE OUTCOMES

- CO1:** Apply principles of effective communication in business contexts.
CO2: Adapt communication styles for technical and non-technical audiences.
CO3: Produce professional business documents with proficient writing skills.
CO4: Communicate technology initiatives strategically to align with business goals.
CO5: Explain and advocate for Industry 4.0 concepts, using data-driven narratives to support organizational transformation and technological adoption.

Time: Three Hours

Maximum Marks: 100

PART A (4*20 = 80 Marks)

1.
 - a) Define effective communication and explain its importance in professional settings. CO1 [K₂]
 - b) What are the primary barriers to effective communication, and how can they be overcome? CO1 [K₄]
 - c) List three qualities of good communication and explain why they are essential. CO1 [K₂]
 - d) What are the differences between technical and non-technical communication styles? Provide an example of when each is appropriate. CO1 [K₃]
 - e) What are the 7Cs of communication? Briefly explain any two. CO1 [K₃]
2.
 - a) What are the key differences between oral and written communication? Provide an example of when each is most effective. CO2 [K₄]
 - b) Define 'good writing' in the context of business communication and explain its importance. CO3 [K₃]
 - c) List three principles of written communication and explain how they contribute to clarity in writing. CO3 [K₂]
 - d) What are common barriers to effective written communication, and how can they be addressed? CO3 [K₁]
 - e) Why is understanding ethics and avoiding plagiarism critical in business writing? CO2 [K₃]

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| 3. | a) | What is strategic communication, and why is it important for technology leaders in aligning technology initiatives with business goals? | CO3 | [K ₂] |
| | b) | Define 'value proposition' in the context of technology, and explain its significance when communicating with stakeholders. | CO3 | [K ₂] |
| | c) | What are some common techniques for managing stakeholder expectations effectively? | CO3 | [K ₃] |
| | d) | List two negotiation techniques that are particularly useful for technology leaders and explain their relevance. | CO3 | [K ₁] |
| | e) | How can technology leaders identify and address stakeholder concerns during project planning? | CO3 | [K ₄] |
| 4. | a) | What is intrapersonal communication, and how does self-concept influence it in a business setting? | CO5 | [K ₂] |
| | b) | Define interpersonal needs and explain their role in fostering effective workplace communication. | CO5 | [K ₃] |
| | c) | What is the Social Penetration Theory, and how can it be applied to build professional relationships? | CO5 | [K ₄] |
| | d) | List two key elements of a crisis communication plan and explain their importance. | CO5 | [K ₂] |
| | e) | How can you effectively communicate Industry 4.0 concepts to a non-technical audience? | CO4 | [K ₂] |

Answer any ONE Question

PART B (1*20 = 20 Marks)

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| 5. | a) | Discuss the principles of verbal communication and their role in fostering effective communication in different contexts. Provide examples to support your points. | CO1 | [K ₄] |
| | b) | Discuss the different forms of business writing (e.g., memos, reports, proposals, and résumés) and their specific purposes. Provide examples to illustrate your points. | CO3 | [K ₃] |
| | c) | Discuss the role of negotiation and persuasion in technology leadership. Provide examples of how these skills can be used to secure stakeholder buy-in for a new technology initiative. | CO4 | [K ₄] |
| | d) | Discuss the role of rituals in conversations and interviews in the workplace. How can understanding these rituals improve interpersonal communication in a professional environment? | CO5 | [K ₃] |

OR

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| 6. | a) | Group discussions are often used to develop effective communication strategies. Explain the significance of group discussions, and outline how they help participants improve their communication skills. | CO1 | [K ₃] |
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- b) Evaluate the importance of analyzing and evaluating the work of others in business writing. How does this skill contribute to improving the quality of written communication? CO3 [K₄]
- c) Analyze the challenges technology leaders face in communicating complex technological ideas to non-technical stakeholders. Suggest strategies to overcome these challenges while ensuring alignment with business goals. CO4 [K₃]
- d) Explain how to develop a compelling narrative for an organization's industrial transformation journey. Include strategies for addressing resistance and building consensus among stakeholders. CO5 [K₅]
