



**Institute of Human Resource Advancement
University of Colombo, Sri Lanka**

Master of Business Management - NO - 07
1st Trimester Examination
(Held in February 2019)

MBM 5133 – Business Communication

Instructions to the Candidates

- 1) Answer **Four (04)** Questions only. All Questions carry equal marks.
(25 marks)
- 2) Time allocated for the examination is **Three (03)** hours.
- 3) Paper consists of One (01) page with **Six (06)** questions.
- 4) Write down the index number in all pages
- 5) If a page or a part of this question paper is not printed, please inform the Supervisor immediately.

1. Based on "Sri Lanka's Best Companies to Work for 2018"; discuss what you would do differently to develop **"Verbal and Non-Verbal Communication skills"** within the selected organization.
2. Mr. Gomes is the founder and director of a large car sale business. "boa Viagem". Even though he comes from a wealthy background, he is rude and does not have any concern towards his employees. His only aim is to "win at all cost". As your sister has just joined this company as a sales assistant, advise her on how to use **"Negotiation Skills and Communication Techniques"** to carry out her work successfully. Remember that this is her first job.
3. You have been assigned to develop a full day training program on **"keys to delegation through clear communication"**. As you are a member of the "Senior Management Committee", explain key areas that you would cover during the training program.
4. Explore the **"listening process"** and explain how you could develop effective and efficient listening skills with reference to your own work environment.
5. **"Social Media"** enables more good than harm. Do you agree with this statement? Argue your point of view using two real life examples.
6. **"Corporate Social Responsibility"**, if communicated correctly contributes towards creating a positive image of the organization. Elaborate your views using two examples.
