



INSTITUTE OF HUMAN RESOURCE ADVANCEMENT
UNIVERSITY OF COLOMBO, SRI LANKA
Masters Degree in Business Management - Course No.01
2nd Semester Examination
(Held in July, 2013)
MBM 07 – Business Communication

Instructions to the Candidates

- (1) Total number of pages – Two (02)
- (2) Total number of questions - Seven (07)
- (3) Answer all questions in Part A and answer three (03) questions in Part B. Totally Answer Six (06) questions.
- (4) If a page or a part of this question paper is not printed, please inform the Supervisor immediately.
- (5) Time allocated for the examination is three (03) hours.
- (6) Write your index number in all pages of answer script.
- (7) Tie up all answer sheets at the end of the examination.

Part A

1. Below is a poorly written e-mail which was sent to a colleague, requesting action. Re-write proper structure, more clear information as appropriate.

SUBJECT: Shengrill Project-Need your help

Daniel:

For the new initiatives of the Shengrill project, please send me a detailed business requirement for the each initiative and include the following information. In addition, I would highly recommend that you schedule a meeting with me in advance to discuss the implementation and the roll out strategy. This will help with planning, scheduling and prioritizing any and all orders received.

1. Process flowchart that covers from the point of the supplier's confirmation to warehousing and inventory.
2. Detailed narrative in support of the process flow
3. Target implementation dates
4. Any special compliance or business editing
5. Impacts to FAs or order return status

(15 Marks)

2. You are employed at a Furniture manufacturing company. You are required to inform a client in Yorkshire that you have just shipped an order that he has placed. You also wish to let him know that your sales representative in Yourkshire will visit him for any help or info about the furniture.

Write a letter to the client, informing him the above details and also mentioning that you are attaching your new product brochure with the latest designs and pricing details for his information with the letter.

(15 Marks)

3. Explain in detail the responsibilities and activities required carried out (including before and after the meeting) by the meeting owner of a successful business meeting.

(10 Marks)

Part B

4. a. Name external factors that influence business communication and briefly discuss one factor.
(10 Marks)
- b. Explain how a company's formal communication flow effects business communication within the organization.
(10 Marks)
5. a. Briefly explain the business communication process and discuss how you would improve the communication by reducing noise and other interferences.
(10 Marks)
- b. Discuss strategies for effective oral delivery.
(10 Marks)
6. a. What are the factors that hinder effective listening? Explain how would improve you listening skills for effective communication.
(10 Marks)
- b. Briefly explain what dyadic communication is, including the two factors influencing dyadic communication and discuss one factor in detail.
(10 Marks)
7. a. List down key contents of a business plan and how important to develop a business plan when seeking funds to expand your business.
(10 Marks)
- b. Identify critical information required to include in a good marketing plan for a startup business.
(10 Marks)