



INSTITUTE OF HUMAN RESOURCE ADVANCEMENT
UNIVERSITY OF COLOMBO, SRI LANKA
Masters Degree in Business Management - Course No.02
2nd Semester Examination
(Held in July, 2014)
MBM 07 – Business Communication

Instructions to the Candidates

- (1) Total number of pages – One (01)
- (2) Total number of questions - Seven (07)
- (3) Answer any Five (05) questions. **Questions one (1) and two (2) are compulsory.**
- (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

1. Your team has worked diligently on a 60 minutes group presentation to be presented to the board of directors on "finding solutions to the company's cash flow problems". However, due to time constraints only one person would be able to make the entire presentation within 15 minutes. If you were this person, explain the steps you would take in making the above presentation.

(20 marks)

2. Select an organization that has evolved from the traditional business communication style to the usage of modern technological advances; such as social media, Facebook, Twitter, etc. Explain the opportunities and challenges these new technologies have brought about in the organization.

(20 marks)

3. Explain the difference between empathetic listening and attentive listening, giving two specific examples from your business or education environment.

(20 marks)

4. What is the main purpose of communication, and how has it changed over the last decade? Using your own work environment as an example, explain the communication process and technological changes it has undergone.

(20 marks)

5. "You must first identify your audience, before you speak". Discuss the above statement giving two examples of presentation skills and techniques.

(20 marks)

6. Explain how "meeting technologies" can help participants communicate successfully and describe the emerging role of social networking technologies in business communication.

(20 marks)

7. Sri Lanka belongs to a high context culture. Taking this into consideration how does high context culture differ from low context culture? What are its effects in the business environment? Explain your answer giving two specific examples.

(20 marks)
