

**BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT**

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

USN Course Code        

First Semester MBA Degree Examinations, April 2025

**BUSINESS ENGLISH****Duration: 3 hrs****Max. Marks: 100**

- Note:** 1. Answer any **FOUR** full questions from Question No. 1 to 7.  
2. Question No. 8 is compulsory  
3. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1.	a. What is communication?	03	(1:3:1)
	b. Explain the classification of communication.	07	(1:3:1)
	c. Explain the barriers of communication.	10	(1:3:1)
2.	a. What is reflection and empathy?	03	(2:3:2)
	b. Explain the principles of successful communication.	07	(2:3:2)
	c. Explain the barriers to oral communication.	10	(2:3:2)
3.	a. What are business letters?	03	(3:3:3)
	b. Explain 3×3 writing process for business communication.	07	(3:3:3)
	c. Explain the types of memos.	10	(3:3:3)
4.	a. What is business report?	03	(4:3:4)
	b. Explain kinds of business report.	07	(4:3:4)
	c. Explain types of meeting.	10	(4:3:4)
5.	a. What is group discussion?	03	(5:2:5)
	b. Explain different types of case learning.	07	(5:2:5)
	c. Explain the impact of technological advancement on business communication.	10	(5:2:5)
6.	a. What are the elements of presentation?	03	(6:2:6)
	b. Define etiquette with types.	07	(6:2:6)
	c. Explain the factors affecting negotiation process.	10	(6:2:6)
7.	a. What is interview skills?	03	(5:2:5)
	b. Explain how to overcoming with difficulties of case method.	07	(5:2:5)
	c. Explain dos and don'ts for case method of learning.	10	(5:2:5)

**Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO – Programme Outcome)**

8.

### Case Study

Global Tech Electronics is an international company that designs and manufactures consumer electronics, including smartphones, laptops, and home appliances. The company is headquartered in the United States, with production facilities in Asia and a broad network of distributors around the world. Over the years, Global Tech has earned a reputation for high-quality products, but it faces intense competition from both local and international players in the market. Global Tech encountered a significant challenge in negotiations with suppliers and distributors, particularly in securing favourable pricing and terms for raw materials and distribution deals. The company's negotiation processes were inconsistent and often led to unfavourable terms. Some of the issues faced included: **Supplier Price Increases:** One of Global Tech's key suppliers of microchips, a company in Taiwan, informed them of a significant price increase due to the global semiconductor shortage. Global Tech's procurement team struggled to negotiate a reasonable price, and they felt they were being forced into an unfavourable agreement due to the supply chain pressures. **Distributor Contract Terms:** Global Tech had been working with an established European distributor for several years. However, the contract was about to expire, and the distributor was asking for more favourable terms, such as higher commissions and extended payment periods, which would significantly reduce Global Tech's profit margins. **Internal Negotiation Strategy Issues:** The procurement and sales teams often approached negotiations without a clear strategy, leading to inconsistent outcomes. Some teams were too aggressive in pushing for lower prices, while others were too lenient, leading to losses in both pricing and contractual terms. Additionally, they lacked effective communication within the company, with different departments pushing for different priorities in the negotiations.

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| a. Identify the problems in the case and explain. | 10 | (5:2:5) |
| b. Explain the outcomes in the above case.        | 10 | (5:2:5) |

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