

Register No:

Name:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

**FIRST SEMESTER MBA (Integrated) DEGREE EXAMINATION(R), NOVEMBER 2024
(2024 SCHEME)****Course Code : 24IMB109****Course Name : Business English****Max. Marks : 60****Duration:3 Hours****PART A***(Answer all questions. Each question carries 2 marks)*

1. Recall two physical factors that can hinder effective reading.
2. Explain why communication is important in everyday life.
3. Write the correct form of the verb given in the bracket and complete the sentence. I (meet) him at the party last night. She (work) in this company since 2018.
4. List two examples of how chronemics can impact communication
5. Define the process of listening in communication.

PART B*(Answer one full question from each module, each question carries 8 marks)***MODULE I**

6. Explain how scanning is different from skimming. 8

OR

7. Explain how the theme of self-worth and dignity is portrayed in "I Am Not That Woman". How does this theme relate to modern discussions around women reclaiming agency over their bodies and choices? 8

MODULE II

8. Compare formal and informal communication networks. 8

OR

9. Describe two key aspects of business etiquette in a global setting. 8

MODULE III

10. Change the direct speech to indirect speech. 8

1. She said, "I am going to the market."
2. He asked, "Are you coming to the party?"
3. "I will help you with your homework," she said.
4. They said, "We have completed the project."
5. "Don't be late," he warned her.
6. She asked, "What time is it?"
7. "I can't believe it!" he exclaimed.
8. The teacher said, "You must submit your assignments on time."

OR

11. Describe the role of conciseness in effective business writing. 8

MODULE IV

12. Identify three types of kinesics in non-verbal communication. 8

OR

13. Analyze the impact of gestures in enhancing public speaking. 8

MODULE V

14. Identify why reasons why empathetic listening is important in leadership. 8

OR

15. Illustrate the need for integrative negotiation in team projects. 8

PART C

(Compulsory question, the question carries 10 marks)

16. A U.S.-based tech company, Tech Innovators, is negotiating a joint venture with a Japanese firm, Futuristics Ltd., to develop AI-driven products. Both companies are excited about the potential collaboration, but cultural differences have led to misunderstandings in their negotiations. Tech Innovators prefers a direct, fast-paced approach, while Futuristics Ltd. values building trust over time and a more formal negotiation process.

Questions:

1. How do cultural differences influence the negotiation dynamics between Tech Innovators and Futuristics Ltd.? (2 Marks)
2. What steps can both companies take to align their negotiation strategies and bridge cultural gaps? (2 Marks)
3. Should the parties focus on distributive or integrative negotiation in this scenario, and why? (2 Marks)
4. What strategies should Tech Innovators adopt to build trust with Futuristics Ltd.? (2 Marks)
5. How can emotional intelligence play a role in resolving misunderstandings in cross-cultural negotiations? (2 Marks)
