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14MBA16

First Semester MBA Degree Examination, Dec.2015/Jan.2016

Managerial Communication

Time: 3 hrs.

Max. Marks:100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

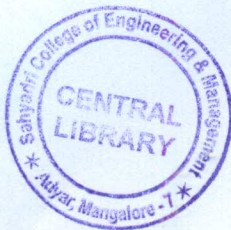
- 1 Explain the purpose of communication. (03 Marks)
- 2 What is 'conversation control'? (03 Marks)
- 3 What is 'coherence' in communication? (03 Marks)
- 4 Explain 'salutation' and 'complimentary close' in a business letter. (03 Marks)
- 5 What skills are developed by the 'case study method'? (03 Marks)
- 6 What is a 'visual aid'? What are its advantages? (03 Marks)
- 7 Differentiate between 'agenda' and 'minutes of meeting'. (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain the different types of formal channels of communication and state their advantages and disadvantages. (07 Marks)
- 2 Explain the 3 × 3 writing process in business communication. (07 Marks)
- 3 What are the different approaches to listening? (07 Marks)
- 4 Explain the layout of a business letter. (07 Marks)
- 5 What are the different approaches to case analysis? (07 Marks)
- 6 You are the GM, operations of M/S Pegasus Food Pvt. Ltd. You are required to give a presentation to the board of directors on the sales forecast for future years. Discuss the steps you would consider for preparing and delivering this. (07 Marks)
- 7 Explain the various electronic modes of communication available to business organizations to improve their communication network. (07 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

**SECTION - C**

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain the sender oriented and receiver oriented communication barriers. (10 Marks)
- 2 Draft an application letter with your resume in reply to an advertisement in The Times of India dated Sep 20th 2013 for the position of sales manager for an MNC to sell their latest model of ipads in various cities in India. Assume your name to be as Mr. Arjun. (10 Marks)
- 3 Explain the components of non verbal communication. (10 Marks)
- 4 What are the principles of effective writing? (10 Marks)
- 5 Explain the various types of business reports. (10 Marks)
- 6 Define negotiation and explain the various approaches to negotiations. (10 Marks)
- 7 Explain how growth of technology has an impact on business communication. (10 Marks)

SECTION - D**CASE STUDY – [Compulsory]**

“Madam, I really need to talk to you about something important.”

“Is it so, Usha? Well, take a seat and let me hear about it,” Alka, the supervisor, says in a friendly tone, as she continues to stare at the computer screen.

As Usha sits down, Alka continues, “Usha you think you have a problem? How would you like to have the ones I’m faced with now? First, I’m right in the middle of a union negotiation for a new two year contract. I have several problems with the supervisory staff of the Kandivilli plant and somebody has ruined our inventory procedure. So we are running short of material at several outlets.”

Finally, Alka looks up at Usha and asks somewhat hurriedly, “Well, what’s your problem?” Discouraged by her supervisor’s preoccupation with her own problems and her abrupt manner, Usha decides that this is not the right time to get any assistance from her. To end the conversation without looking foolish, she decides to ask a few questions about a routine procedure.

Before Usha can speak, however, Alka suddenly signals the end of the discussion by saying, “Usha, I have another appointment now., If, you’d like, we can continue this discussion later. I want to be of help, and my door is always open to you.” She returns her attention to the computer screen before Usha moves from her chair.

Questions:

1. List the listening techniques that was violated by the supervisor. (05 Marks)
2. What effect do you think the supervisor’s attitude had on Usha? (05 Marks)
3. How should Alka have handled the situation? (05 Marks)
4. Suggest a suitable title for this caselet. (05 Marks)

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