

# CBCS SCHEME



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16/17MBA16

## First Semester MBA Degree Examination, Dec.2018/Jan.2019 Managerial Communication

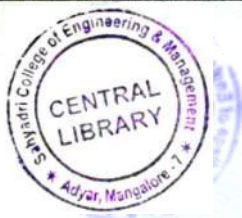
Time: 3 hrs.

Max. Marks: 80

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.  
2. Question No. 8 is compulsory.

- 1 a. State the characteristics of successful communication. (02 Marks)  
b. "Team work is not possible without communication". In the light discuss the importance of communication. (06 Marks)  
c. "Pattern of communication may be grouped into various types". Explain the types of communication in detail. (08 Marks)
- 2 a. Define seminar. (02 Marks)  
b. Explain different barriers to communication. (06 Marks)  
c. It is said that "oral communication assumes the form of group communication" explain those forms. (08 Marks)
- 3 a. What is the purpose of writing? (02 Marks)  
b. Explain principles of effective writing. (06 Marks)  
c. Explain the 3 × 3 writing process for business writing. (08 Marks)
- 4 a. What are persuasive letter? (02 Marks)  
b. Explain essentials of effective business letters. (06 Marks)  
c. Define Report, What are the kinds of reports? (08 Marks)
- 5 a. What is an "Icebergs" Case? (02 Marks)  
b. What are various steps requires to properly reading a case? (06 Marks)  
c. Explain the features of good presentation. (08 Marks)
- 6 a. Define C. V. (02 Marks)  
b. Elaborate the benefits of the intranet. (06 Marks)  
c. What qualities of candidate are keenly observed in a group discussion? (08 Marks)
- 7 a. What is Proxemics? (02 Marks)  
b. Draft a Resumes of yours. (06 Marks)  
c. Explain the factors that can influence a negotiation process. (08 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.



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8 **Compulsory : Case Study**

Len worked in a research department for a year as a researcher and he was laid off due to recession. He decided to meet the CEO to accommodate him. However the secretary, Kim did not permit Len by saying that CEO was busy. He got better employment elsewhere and joined. Being an Researcher he wrote an article for an International Journal. Len wanted to share the successful publication with his former CEO and went to meet him to gift the book as a complimentary copy. The secretary did not appreciate his visit and still claimed the CEO was busy. Hence Len handed over the complimentary copy to her and departed the office. He sent an email to his Ex- CEO about his coming and he could not meet as the Latter was busy with his schedule. After 5 hours the secretary telephoned Len and said firmly, "CEO told to return the book to you. You come and take the books back". Len replied. Its a complimentary copy. She was impatient. So Len responded politely. Right now, I am far away when I come to that area, I would take back the book". The very next day, Len received email from his Ex-CEO congratulations Len for the publication and thanked for coming all the way gift the book. Len felt excited that his Ex-CEO was pleased with publication.

- a. What were the communication challenges in the above case study? (06 Marks)
- b. Was the secretary right in avoiding the Len who came all the way from long distance to gift the complementary copy? (06 Marks)
- c. Was secretary a good listener? (04 Marks)

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