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16MBA16

## First Semester MBA Degree Examination, Dec.2016/Jan.2017

### Managerial Communication

Time: 3 hrs.

Max. Marks:80

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

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|---|--|------------|
| 1 | a. Define communication.   | (02 Marks) |
|   | b. Explain the purpose of communication.                         | (06 Marks) |
|   | c. Mention the 7C's of successful communication.                 | (08 Marks) |
| 2 | a. What is Non-Verbal communication?                             | (02 Marks) |
|   | b. Discuss in detail the process of communication.               | (06 Marks) |
|   | c. Briefly explain the different types of communication.         | (08 Marks) |
| 3 | a. What is written communication?                                | (02 Marks) |
|   | b. Discuss the 3 × 3 writing process for business communication. | (06 Marks) |
|   | c. Illustrate the principles of effective writing.               | (08 Marks) |
| 4 | a. What is case? Mention the different types of case.            | (02 Marks) |
|   | b. Elaborate the types of reports.                               | (06 Marks) |
|   | c. Discuss the structure of a Good Business letter.              | (08 Marks) |
| 5 | a. What are the elements of presentation?                        | (02 Marks) |
|   | b. Elaborate the factors affecting the negotiation process.      | (06 Marks) |
|   | c. Briefly elaborate the benefits of the intranet.               | (08 Marks) |
| 6 | a. What is Email?  | (02 Marks) |
|   | b. Mention the different modes of oral communication.            | (06 Marks) |
|   | c. Write a note on SMS and video conferencing.                   | (08 Marks) |
| 7 | a. Mention the purpose of meetings.                              | (02 Marks) |
|   | b. Distinguish between oral and written communication.           | (06 Marks) |
|   | c. Write a note on barriers to communication.                    | (08 Marks) |

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#### CASE STUDY

Mr. and Mrs. Basu went to woodlands apparel to buy a pullover, Mr. Basu did not read the price tag on the piece selected by him. At the counter while making the payment, he asked for the price Rs.950 was the answer.

Mean while, Mrs. Basu who was still shopping came back and joined him. Looking the pull over tag, she pointed out that there was a 25% discount on it, Mr. Basu was thrilled to hear that "It means the price of this pull over is just Rs.712 said Mr. Basu. He decided to buy one more pull over in green colour. When he received the cash memo for payment, he was astonished to find that he had to pay Rs.1900 and not Rs.1424. Mr. Basu could hardly reconcile himself to the fact that the counter person had quoted the discounted price which was Rs.950. The original price printed on the price tag was Rs.1266.

#### Questions:

- |    |   |            |
|----|---|------------|
| a. | Identify the three sources of Mr. Basu information.           | (04 Marks) |
| b. | Discuss the main filter involved in this case.                | (04 Marks) |
| c. | What should Mr. Basu have done to avoid the misunderstanding? | (04 Marks) |
| d. | Who is to blame for this communication gap? Why?              | (04 Marks) |

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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.