

CBCS Scheme



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16MBA16

First Semester MBA Degree Examination, June/July 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.

- 1 a. What is an agenda? (02 Marks)
b. Explain the characteristics of good and poor listeners. (06 Marks)
c. Describe the contents of a long formal report. (08 Marks)
- 2 a. What is crisis communication? (02 Marks)
b. Explain the steps involved in case analysis. (06 Marks)
c. Write a covering letter and CV in response to a newspaper advertisement for the position of management trainee in a FMCG company. (08 Marks)
- 3 a. What is the purpose of written communication? (02 Marks)
b. Briefly discuss the common complaints about meetings. (06 Marks)
c. Discuss the rules to be followed in preparing press release. (08 Marks)
- 4 a. What is a persuasive letter? (02 Marks)
b. Elaborate on many categories of classifying non-verbal communication. (06 Marks)
c. Describe the skills/qualities looked for in candidates participating in group discussion and participation guidelines. (08 Marks)
- 5 a. What is conversation control? (02 Marks)
b. Explain how to apply 3 × 3 writing process for business messages. (06 Marks)
c. What steps will you take for preparing and delivering a presentation of sales forecast to the BOD? (08 Marks)
- 6 a. Differentiate between styles and tone of a business message. (02 Marks)
b. What are the characteristics of successful communication? (06 Marks)
c. How technological advancement has influenced business communication? Analyze. (08 Marks)
- 7 a. What are the advantages of a visual aid? (02 Marks)
b. Describe the factors affecting negotiation process. (06 Marks)
c. Explain the barriers to effective oral communication. (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.



CASE STUDY

The Great Barrier

- Deepa, the VP-administration called Mohan, the VP-marketing.
- Deepa - "Hi! Mohan, got a minute?"
- Mohan - "I've always got a minute for you dear what's up?"
- Deepa - "I haven't received your ESOP agreement and it was due yesterday"
- Mohan - "Ok, I give up. What's an ESOP agreement?"
- Deepa - "You know, the employee stock ownership plan that was approved by the BOD last quarter"
- Mohan - "Oh, hold on a minute. My other lines ringing be right back".

Deepa had not choice but to "hold on for a minute", but she was angry. Why should Mohan interrupt her call to take another call? She spent the time looking into another work till Mohan came back on the line.

- Mohan - "Thanks for holding Deepa. That was my wife giving me an update on Jeevan; he's getting his tonsils operated upon today. Now... why would I want to participate in this ESOP plan?"
- Deepa - "Well, for one thing, it allows you to use part of your salary tax-free to purchase stock in our company"
- Mohan - "How much"?
- Deepa - "Upto 25% of your gross pay"
- Mohan - "No way! I couldn't live on just 75% of my salary"

Deepa rolled her eyes, "Well, you don't have to put 25% away. That's just the maximum".

- Mohan - "Ok I'll search the form and send it to you soon"
- Deepa - "How soon?" I need it today"
- Mohan - "Ok....Ok.... don't bother me. You'll get it by the end of the day"
- Deepa - "Thanks Mohan. Have a good day"

Questions:

- a. What types of communication barriers are found here? (04 Marks)
- b. Identify at least one instance of each of these communication components in this telephonic conversation: i) Stimulus; ii) Filter; iii) Message; iv) Medium; v) Destination; vi) Feedback; vii) Noise. (08 Marks)
- c. Was this an effective telephonic conversation? Why or why not? (04 Marks)

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