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18MBA16

First Semester MBA Degree Examination, Dec.2019/Jan.2020 Managerial Communication

Time: 3 hrs.

Max. Marks:100

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

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| 1 | a. What is coherence in written communication? | (03 Marks) |
| | b. Enumerate the 7Cs of communication. | (07 Marks) |
| | c. Explain the different barriers to communication. | (10 Marks) |
| 2 | a. Discuss the various visual aids used to enhance the quality of a presentation. | (03 Marks) |
| | b. Describe the different categories of non-verbal communication. | (07 Marks) |
| | c. What is a case? How is systematic analysis of case study carried out? | (10 Marks) |
| 3 | a. Name various documentations of meeting. | (03 Marks) |
| | b. Explain the essentials of a good business letter. | (07 Marks) |
| | c. Describe the communication process with a neat diagram and identify its key parts. | (10 Marks) |
| 4 | a. What is crisis communication? | (03 Marks) |
| | b. What is the purpose of a report? List the parts of a long formal report. | (07 Marks) |
| | c. Discuss the 3×3 writing process. | (10 Marks) |
| 5 | a. What is etiquette? | (03 Marks) |
| | b. Explain the principles of effective written communication. | (07 Marks) |
| | c. Tech Info Ltd has advertized in the daily, The Times of India, dated 14 th December 2018, stating its requirement for Trainee Sales Manager. Draft an application for the above post, assuming that you are Ms. Asha. | (10 Marks) |
| 6 | a. What is noise in communication? | (03 Marks) |
| | b. Explain the process of negotiation. | (07 Marks) |
| | c. You had purchased an Zen smartphone recently. Before the warranty period is over the touch screen of the phone is not working properly. Write a letter of complaint to the company asking for a replacement. Also assume yourself as the manufacturer and write a negative reply, giving reasons why you cannot give a replacement. | (10 Marks) |
| 7 | a. What is a presentation? | (03 Marks) |
| | b. Discuss the formal and informal lines of communication in an organization. | (07 Marks) |
| | c. Write a note on different technologies that have had an impact on communication in today's world. | (10 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:**

Mr. R.P.Sinha is an MBA. He is being interviewed for the position of Management Trainee at a reputed company. The selection committee is Chaired by a lady Vice-President. Mr. Sinha's interview was as follows:

Committee :	Good Morning!
Mr. Sinha :	Good Morning to Sirs and Madam
Mr. Sinha :	Thank you (sits down at the edge of the chair. Keeps his portfolio on the table)
Q-Chairperson :	You are Mr. R. P. Sinha?
A-Sinha :	Yes madam. This is how I am called.
Q-Chairperson :	You have passed MBA with I st division?
A-Sinha :	Yes, madam
Q-Chairperson :	Why do you want to work in our organization?
A-Sinha :	It is just like that. Also because it has a good reputation.
Q-Member A :	This job is considered to be quite stressful. Do you think you can manage the stress involved?
A-Sinha :	I think there is too much talk about stress these days. Sir, would you clearly tell what you mean by stress? I am very strong for any stress.
Q-Member B :	What are your strengths?
A-Sinha :	Sir, who I am to talk boastfully about my strengths, you should tell me my strengths.
Q-Member C :	What are your weaknesses?
A-Sinha :	I become angry very fast.
Q-Member A :	Do you want to ask any questions?
A-Sinha :	Yes, Sir! What are the future chances for one who starts as a Management Trainee?

The member tells Mr. Sinha the typical career path for those starting as Management Trainee. The Chairperson thanks Mr. Sinha. Mr.Sinha promptly says in reply, "You are welcome", and comes out.

Questions :

- Do you find Mr. Sinha's responses to various questions effective? Give reasons for your view on each answer given by Mr.Sinha. (05 Marks)
- Rewrite the responses that you consider most effective to the above questions in a job interview. (05 Marks)
- Mr.Sinha has observed the norms of respectful behavior and polite conversation. But, do you think that something has gone wrong in his case? Account for your general impression of Mr. Sinha's performance at the interview? (05 Marks)
- If you were the recruiter, would you have hired him? If not, why? Give reasons. (05 Marks)

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