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**First Semester MBA Degree Examination, Dec.2014/Jan.2015**  
**Managerial Communication**

Time: 3 hrs.

Max. Marks:100

**Section – A****Note : Answer any FOUR questions from Q.1 to Q.7.**

- 1 Define communication. (03 Marks)
- 2 List the principles of oral communication. (03 Marks)
- 3 What is the purpose of writing? (03 Marks)
- 4 What is persuasive letter? (03 Marks)
- 5 List the different types of cases. (03 Marks)
- 6 What are the elements of a presentation? (03 Marks)
- 7 What is grapevine? (03 Marks)

**Section – B****Note : Answer any FOUR questions from Q1 to Q7.**

- 1 Explain the purpose of communication. (07 Marks)
- 2 Briefly explain the barriers to communication. (07 Marks)
- 3 Discuss the 3 × 3 writing process for business communication. (07 Marks)
- 4 What is a memo? Discuss the components of memo. (07 Marks)
- 5 How to overcome the difficulties of the case method. (07 Marks)
- 6 Elaborate briefly the factors affecting the negotiation process. (07 Marks)
- 7 Briefly elaborate the benefits of the intranet. (07 Marks)

**Section – C****Note : Answer any Four questions from Q1 to Q7.**

- 1 What are the components of successful communication? (10 Marks)
- 2 Elaborate the importance of communication in management. (10 Marks)
- 3 Illustrate the principles of effective writing. (10 Marks)
- 4 List the objectives of report. Elaborate the types of reports. (10 Marks)
- 5 Discuss the methods of reading a case. (10 Marks)
- 6 Explain the various negotiation strategies. (10 Marks)
- 7 Discuss the characteristics and styles of a good business letter. (10 Marks)

**Section – D****CASE STUDY (Compulsory)**

One common, complaint employee voice about supervisor is inconsistent messages. Barry is a 27 year old who is a food service manager at a casual dining restaurant. In addition, the employees come from diverse cultural and ethnic background. English is not their primary language. Employees receive "On the job training still the owner note there are additional costs for training and making food. One day Barry is frustrated with the working environment and doesn't know what to do. He feels like he is beating his head against a thick wall.

Question :

What are the communications challenges that Barry abound at work place?

(20 Marks)

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