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18MBA16

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

Managerial Communication

Time: 3 hrs.

Max. Marks: 100

**Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.**

- 1 a. Define communication. (03 Marks)
b. Describe the communication structure in an organization. (07 Marks)
c. With a neat labelled diagram, explain the two way communication process. (10 Marks)
- 2 a. What is conversation control? (03 Marks)
b. Briefly discuss the difference between good listeners and poor listeners. (07 Marks)
c. Managers while communicating orally with different levels of people experience various barriers. Briefly describe the barriers to oral communication. (10 Marks)
- 3 a. What is the purpose of writing? (03 Marks)
b. Differentiate between oral and written communication. (07 Marks)
c. Elaborate on the principles of effective writing. (10 Marks)
- 4 a. What is a persuasive letter? (03 Marks)
b. A general manager of 'x' corporation has found excessive use of office copiers by all his employees. This piracy costs the company a good deal of money and employee time. As a general manager of the company, write a memo to all the employees to prevent the misuse of the company copiers. (07 Marks)
c. Write a letter to ABC company, Mumbai, claiming for the replacement of defective Rayban sunglasses which you received through an online order. (10 Marks)
- 5 a. What is a presentation? (03 Marks)
b. Discuss the various advanced visual support available for managers. (07 Marks)
c. Briefly discuss the elements of presentation. (10 Marks)
- 6 a. What do you mean by negotiation? (03 Marks)
b. Describe the factors affecting successful negotiation. (07 Marks)
c. Explain the negotiation process in detail. (10 Marks)
- 7 a. What is a video conference? (03 Marks)
b. Bring out the advantages and disadvantages of internet. (07 Marks)
c. XYZ limited, has advertized in the daily. The Times of India, stating its requirement for the HR manager. Draft a CV for the above post assuming that you are Mr. Suresh. (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.

8 CASE STUDY [Compulsory]

In Panambur, Mangalore, a local legend recalls the day when Walter D'Souza steered his boat into port. The avid sailor was amused to see in the distance a small crowd on the shore waving their arms to greet him. He could barely make out their excited shouts of "Hello Walter, Hello Walter".

As his boat sailed closer, the crowd grew larger, still yelling "Hello Walter, Hello Walter", pleased at the reception, D'Souza tipped his white captain's hat, waved back, and even took a bow. But before reaching dockside, D'Souza's boat jammed abruptly aground. The crowd stood silent. The veteran news anchor suddenly realized what they had been shouting "Low water, Low water".

Questions :

- a. Identify the concept behind the case and explain. (05 Marks)
- b. Identify the barriers in the above case. (05 Marks)
- c. Comment on the type of channel chosen here. (05 Marks)
- d. Identify the elements of communication process with respect to the above case. (05 Marks)
