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First Semester MBA Degree Examination, February 2013
Managerial Communication

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any THREE questions, from Q.No.1 to Q.No.6.
2. Q.No. 7 and Q.No. 8 is compulsory.

- 1** a. State the principles of effective writing. (03 Marks)
b. Explain different visual aids used in presentations. (07 Marks)
c. Explain in detail the barriers of effective communication. (10 Marks)
- 2** a. What is a memo? (03 Marks)
b. What are the advantages of etiquettes in business communication? State few important situations where executives need to have proper etiquette. (07 Marks)
c. Draw a flow diagram stating the classifications of communications. (10 Marks)
- 3** a. Name various documentations of meeting. (03 Marks)
b. Describe different categories of non-verbal communication. (07 Marks)
c. The process of job hunting requires three steps:
i) Writing and sending resume to the company.
ii) Participating in the group discussion and attending.
iii) Personal interview.
How would you prepare yourself for each of these? (10 Marks)
- 4** a. Give the guidelines for a press release with the help of a press release prototype. (10 Marks)
b. Why is communication important for effective management? (05 Marks)
c. Explain the terms shortly: i) Purpose in writing; ii) Coherence. (05 Marks)
- 5** a. "Last week, I paid my balance in full with a personal cheque. However the enclosed statement shows a current balance of Rs.300. Will you please correct my account balance to the correct figure – ZERO?" Write a no response to this letter explaining why request cannot be granted. (10 Marks)
b. Explain the following terms briefly:
i) Communication in conflict.
ii) Communication in crisis.
iii) Role of communication in negotiation.
iv) Communication in cross culture.
v) Communication a two-way process. (05 Marks)
c. Explain modern methods of communication which are used in business fields. (05 Marks)
- 6** a. Draw the 3 × 3 writing process and explain how such a writing process is an effective way of communication in business. (10 Marks)
b. Explain the general structure of report by identifying the elements in the front, main and back of the report. (10 Marks)

- 7 a. An employee of grinding section has gone on unauthorized leave on Friday. He reports back on Saturday. The supervisor officially needs to communicate this absence to him (employee). Suggest the type of communication he should resort to, why? (05 Marks)
- b. There are 12 competent members short listed to operate a project. You are requested to select a group of 5 members from the above. Suggest how best five can be selected out of 12 members. (05 Marks)
- c. It is essential to select students with KSA. Suggest a method as to how ability can be nurtured and tested. (05 Marks)
- d. In an interview the interviewer can judge the candidates without orally communicating. Is it possible? If yes how? (05 Marks)

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CASE STUDY

Mr. and Mrs. Venkatesh went to Woodlands Apparel to buy a pullover. Mr. Venkatesh 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.

Meanwhile Mrs. Venkatesh, who was still shopping came back and joined him looking at the pullover tag, there was a 25% discount on it. Mr. Venkatesh was thrilled to hear that. "It means the price of this pullover is just Rs.712", said Mr. Venkatesh.

He decided to buy one more pullover 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 as he had calculated.

Mr. Venkatesh, 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.

- a. Discuss the case and present the important elements. (05 Marks)
- b. State the communication problem in the case. (05 Marks)
- c. Give the possible alternatives to resolve the conflicts. (05 Marks)
- d. State the importance of case-study method of learning as a management learning tool quoting the learning's from the case. (05 Marks)

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