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First Semester MBA Degree Examination, June/July 2013

Managerial Communication

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any **THREE** full questions from Q.No.1 to Q.No.6.
2. Q.No. 7 and Q.No.8 are compulsory.

- 1
 - a. What is the purpose of communication? (03 Marks)
 - b. What are the parts of a long formal report? (07 Marks)
 - c. Explain the three communication processes. (10 Marks)
- 2
 - a. What is etiquette? (03 Marks)
 - b. Explain different approaches of a case analysis. (07 Marks)
 - c. Discuss the barriers to effective communication. (10 Marks)
- 3
 - a. What is dead lock in negotiation? (03 Marks)
 - b. Explain the essentials of a good business letters. (07 Marks)
 - c. Pentafour ltd has advertised for the post of "management trainee". Draft a covering letter and your resume assuming that you are Mr. Varun. (10 Marks)
- 4
 - a. What is a presentation? (03 Marks)
 - b. Explain 3 × 3 writing process. (07 Marks)
 - c. Classify the non-verbal communication in detail. (10 Marks)
- 5
 - a. What is coherence in written communication? (03 Marks)
 - b. How is systematic analysis of case study carried out? (07 Marks)
 - c. Imagine that you are the sales manager of a shoe manufacturing firm that supplies shoes to various department stores. A regular customer of yours enquires about a particular model of shoe which is not in stock. Write a persuasive letter offering an alternative model as your objective is not to loose the customer. (10 Marks)
- 6
 - a. What is grapevine? (03 Marks)
 - b. Explain most common reasons for holding a meeting. (07 Marks)
 - c. What are the common complaints about the conduct and outcomes of meetings? (10 Marks)
- 7
 - a. What is employment interview? Explain any four interviews. (05 Marks)
 - b. Issue a memo to your employee, Mr. Arun of your organization, Technosoft Solutions, regarding his late reporting to work inspite of several repeated oral warnings. You are Mr. Das, MD of the organization. (10 Marks)
 - c. Body language often contradicts or emphasis the spoken communication. Explain. (05 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:**

After being introduced to a candidate for the presidency of their company, two workers had the following discussion. One worker is Indian, a college-age man who is holding a full-time job while going to school part time. Other is American, an old timer – a self made mode man and master craftsman.

Indian: I like the candidate, he appears young, energetic and bright.

American: He's young alright. Too young! Too bright! That fancy Harvard degree that help him here. Why, I'll bet he hasn't spent one day in working man shoe.

Indian: That's' not fair. He was trained to be an administrator, and he has experience of an administrator – high-level experience. You don't need to have the experience as a soldier to be a general.

American: Don't tell me what this company needs. I've spent 40 years here. I know, I was here when old JP (founder) was president. He started as a machinist and worked to the top. He knew the business and he knew the work we do.

Indian: But that doesn't happen today. Administrators need to be trained for administration. They have to know, finance, marketing, administration – the whole business.

American: All you kids think that knowledge only comes from books. You can't substitute book sense for experience and common sense. I've been here for 40 years soon, I know.

The dialogue continued to accelerate and soon let to angry words. Neither Indian nor American has changed positions.

Questions:

- a. What is going on between workers in the case? (05 Marks)
- b. What kind of communication is taking place between American and Indian? (05 Marks)
- c. Could they have discussed the same more politely and how? (05 Marks)
- d. Analyze the dialogue using the model of communication as the basis. (05 Marks)

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