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**First Semester MBA Degree Examination, June/July 2014**  
**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 a Dangling modifier? Give an example. (03 Marks)  
b. What are the principles of effective writing? (07 Marks)  
c. Discuss the 3\*3 writing process. (10 Marks)
2. a. What is the purpose of a meeting? (03 Marks)  
b. Explain the techniques of effective beginning of a group discussion. (07 Marks)  
c. Explain the characteristics of effective communication. (10 Marks)
3. a. What is the purpose of a report? (03 Marks)  
b. Explain the components of a long report. (07 Marks)  
c. Explain the barriers of effective communication. (10 Marks)
4. a. Discuss the various visual aids used to enhance the quality of a presentation. (05 Marks)  
b. Explain the process of negotiation. (05 Marks)  
c. Draft a memo as president of XYZ corporation to its employees on stating "The rules of wearing identity cards". (10 Marks)
5. a. Differentiate between resume, CV and bio-data. (05 Marks)  
b. Prepare a press release of your college to gain publication on the just concluded national level management fest. (05 Marks)  
c. "Hindustan Uniliver Ltd., requires management trainees in HR, marketing and finance. Only fresh MBA graduates need to apply. Apply within ten days". This advertisement has appeared in the times of India of Wed 23 Jan 2013. Respond to this advertisement, with a covering letter and CV. (10 Marks)
6. a. Explain briefly the concepts Chronemics, Proxemics, Oculistics, Haptics and Kinesics. (10 Marks)  
b. Write a letter of complaint to the ABC manufacturer stating that the refrigerator that you purchased is a damaged piece and ask for replacement. And also assume yourself as a manufacturer and write an adjustment letter for the above given subject. (10 Marks)
7. a. You are a fresher and you have been interviewed for the job of a management trainee at Britannia Industries Ltd. The following questions are asked by the interviewer: give your response to each one of them.  
i) What do you consider your greatest attributes?  
ii) Name a few weaknesses in you.  
iii) What are your long term goals and how do you think you can achieve them in this organization? (05 Marks)  
b. It is the audience which acts as the main factor in determining what your presentation contains and what it does not.  
Now, choose a topic for a presentation and briefly indicate how you would change the content of your presentation to suit the following different audience.  
i) Fellow students in your subject of study.  
ii) Persons who have no knowledge of the subject.  
iii) Professors and experts in your department. (05 Marks)

- c. Interpret following gestures. What do they signify?  
 i) Arms folded across chest                      ii) Staring                      iii) Pointing  
 iv) Leaning over someone                      v) Wiping hands across face                      (05 Marks)
- d. Identify which type of letter is given below and point out at least four shortcomings in this message.

Respected Employees:

Beginning January 1 your monthly payment for health care benefits will be increased to \$250 a month.

Every year health care costs go up. Although we considered dropping other benefits, ABB Ltd decided that the best plan was to keep the present comprehensive package. Unfortunately, we can't do that unless we pass along some of the extra cost to you. Last year the company was forced to absorb the total increase in health care premiums. However, we can't continue down this destructive path.

We did everything possible to avoid the sharp increase in costs to you this year. A rate schedule describing the increases in payments for your family and dependents is enclosed.

Your's sincerely

Sunil Sharma  
 CEO, ABB Ltd.

(05 Marks)

**8 Case Study:**

**Shifting Priorities**

Deccan Automotives Ltd., had suddenly got a huge export order, to fulfill during recession. The company CEO was elated and requested GM-HR to work with GM-production for making operational adjustments. The employees had to work in shifts. The senior engineers looking after various production lines were required to fit into the new shifts. Sunil, a young engineer, had joined the firm two years ago as a bachelor. He had proved his worth. He was given a very important assignment which he completed to the great satisfaction of his CEO. At the annual celebration of the company, Sunil was awarded and recognized for his dedicated effort.

Sunil got married recently. He had to cut short his honeymoon vacation and return to work, in order to meet the work load of the export order. He was also put on night shift that affected his married life. His wife was disappointed and very unhappy with him. She also fell ill and Sunil had to take leave to attend her. Concentration on his work was also tough and not surprisingly, for the first time he made blunders in his work. His boss was quite unhappy with him and referred him to the CEO. The CEO asked Sunil to show maturity and let his wife get used to the ways of the company. Torn between love for his wife and his call for duty, Sunil was seriously contemplating quitting his job.

- a. Discuss the reason for friction in Sunil's personal life. (05 Marks)
- b. Comment on the way the CEO handled Sunil's case. (05 Marks)
- c. What would you advise Sunil; to retain or quit his job? Justify your stand. (05 Marks)
- d. Assume that you were the CEO of this company:  
 i) Analyze the main problems in this case.  
 ii) What will you do to overcome the problem(s)? (05 Marks)

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