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14MBA16

First Semester MBA Degree Examination, June/July 2016
Managerial Communication

Time: 3 hrs.

Max. Marks: 100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Define communication. (03 Marks)
- 2 What is conversation control? (03 Marks)
- 3 What are the purposes of writing? (03 Marks)
- 4 What do you mean by agenda? (03 Marks)
- 5 What is case study? (03 Marks)
- 6 What is the meaning of negotiation? (03 Marks)
- 7 What is videoconferencing? (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain the communication process with an example. (07 Marks)
- 2 Discuss in detail the barriers to successful communication. (07 Marks)
- 3 Explain 3×3 writing process. (07 Marks)
- 4 Explain any two types of business letters. (07 Marks)
- 5 Discuss the various approaches to case analysis. (07 Marks)
- 6 Explain in detail the elements of presentation. (07 Marks)
- 7 What are the advantages of interview? (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain the characteristics of successful communication. (10 Marks)
- 2 Elaborate on the different types of Non verbal communication. (10 Marks)
- 3 What are the principles of effective writing? Explain. (10 Marks)
- 4 What is a report? Explain the different elements of a formal report. (10 Marks)
- 5 Explain the different steps involved in a case analysis. (10 Marks)

- 6 How are visual < graphic > aids classified? Explain. (10 Marks)
- 7 Explain the impact of technological advancement on business communication. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Mr. and Mrs. Basu went to woodland's apparel section to buy a pullover. Mr. Basu did not read the price tag on the piece he had selected. While making the payment, he asked for the price at the counter. The answer was " Rs. 950" meanwhile , Mrs. Basu, who was still shopping, came back and joined her husband. She was glad that he had selected a nice black pullover for himself. She pointed out that there was a 25 percent discount on that item. The person at the billing counter nodded in agreement. Mr. Basu was thrilled to hear that " that means the price of this pullover is just Rs.645 that's fantastic", said Mr. Basu. He decided to buy another pullover in green.

In no time, he returned with the second pullover and asked the salesperson to pack both. When he received the cash memo for payment, he was astonished to find that he had to pay Rs. 1,900 and not Rs. 1,290 as he had expected.

Mr. Basu could hardly reconcile himself to the fact that the salesperson had first quoted the discounted price that is Rs. 950. But original price, printed on the price tag was Rs. 1,225.

Questions :

- 1) Identify the three sources of Mr. Basu's information about the price of the pullover. (05 Marks)
- 2) Discuss the main filter involved in this case. (05 Marks)
- 3) What should Mr. Basu have done to avoid the misunderstanding? (05 Marks)
- 4) Who is to blame for this communication gap? Why? (05 Marks)

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