

CBCS SCHEME

USN

16/17MBA16

First Semester MBA Degree Examination, June/July 2018 Managerial Communication

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any *FOUR* full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.

- 1 a. What is grapevine? (02 Marks)
b. Describe the characteristics of successful communication. (06 Marks)
c. Explain Shannon-Weaver model of communication with a neat diagram. (08 Marks)
- 2 a. What is conservation control? (02 Marks)
b. Briefly explain the sequential and parallel communication with example. (06 Marks)
c. Discuss the various barriers in oral communication. (08 Marks)
- 3 a. What is the purpose of writing? (02 Marks)
b. Explain Guffey's 3×3 writing process of communication. (06 Marks)
c. As a business manager, how do you make use of computers in electronic writing? (08 Marks)
- 4 a. What do you mean by Agenda? (02 Marks)
b. Elaborate the different types of reports. (06 Marks)
c. Explain the layout of business letter. (08 Marks)
- 5 a. List the types of cases. (02 Marks)
b. Explain in details the elements of presentation. (06 Marks)
c. Discuss in detail the negotiation strategies. (08 Marks)
- 6 a. What is teleconference? (02 Marks)
b. Discuss the impact of technological advancement in business communication. (06 Marks)
c. Explain the types of interview along with the required communication skills. (08 Marks)
- 7 a. What is communication? (02 Marks)
b. Discuss various visual aids used to enhance the quality of presentation. (06 Marks)
c. Explain briefly the steps involved in solving case study. (08 Marks)

8 Case Study:

Rajesh was asked to represent his department at the Dussehra celebration committee meeting. It was customary to distribute dress materials (₹700 - 800 range) to employees during the Dussehra time as gift every year. There was an opinion among large number of employees at that time that some other useful items (home appliances line toaster, fans brief cases etc.) should be considered instead of the usual gifts. Rajesh discussed this matter with his colleagues in the department and it was their unanimous decision to support the change.

However some employees in other departments still preferred dress material. Rajesh went to the meeting hoping that gifts other than dress materials would be decided.

The general manager who headed the committee began to speak "I have discussed the matter of gifts with the MD. The management feels that dress materials should be the gift this year also. He continued speaking while Rajesh was disappointed and began to think of the consequences.

He rushed back to the department as soon as the meeting was over and gave the news that dress materials was finally decided on. All were really upset. A few minutes later a colleague walked up to Rajesh and asked him, "are you sure that dress material was the gift decided on? I heard that GM informed that if the employees want they can choose from other items or dress materials". Rajesh could not believe his ears. He went another person present in the meeting who confirmed what he had just heard.

Questions:

- a. Why did Rajesh not understand the full scheme? (08 Marks)
- b. What do you think he should have done so that he did not have to cut a sorry figure with his colleagues? (08 Marks)

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