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14MBA16

First Semester MBA Degree Examination, June/July 2015
Managerial Communication

Time: 3 hrs.

Max. Marks:100

SECTION - A

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

- 1 What is Coherence in written communication? (03 Marks)
- 2 Write in brief note on tele - conferencing. (03 Marks)
- 3 What is a 'Memo'? (03 Marks)
- 4 Briefly explain the 'case method' of learning. (03 Marks)
- 5 What is 'Empathy' in oral communication? (03 Marks)
- 6 Define Communication. (03 Marks)
- 7 What is Negotiations? (03 Marks)

SECTION - B

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

- 1 Discuss the general guidelines to read a case. (07 Marks)
- 2 Explain the functions of communication. (07 Marks)
- 3 'Effective listening is the key to good communication'. Discuss the principles of effective listening. (07 Marks)
- 4 Prepare a Notice and Agenda for 7th Annual General Meeting of ABC Company Limited. (07 Marks)
- 5 Assume that you are Mr. Abhinav. Prepare an application for the post of Assistant Marketing Manager in response to an advertisement appearing in the 'Times of India'. (07 Marks)
- 6 Discuss the various advanced visual aids that supports todays business presentation. (07 Marks)
- 7 As a business manager, how can you make use of computers in 'Electronic Writing'? (07 Marks)

SECTION - C

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

- 1 Explain the 7 C's of communication. (10 Marks)
- 2 Discuss the various barriers in communication. (10 Marks)

- 3 Explain the “3 × 3 writing process”. (10 Marks)
- 4 Assume that you are Mr. Somashekar, Installation Manager in New India Tiles Company, Bangalore. One of your clients Mr. Sundar has claimed to replace the tiles as they have a guarantee of 20 years. Prepare a ‘Negative Message Letter’ expressing your inability to replace them. (10 Marks)
- 5 Assume that you are Mr. Mehra. Prepare a Resume / CV for the post of Management Trainee giving details about the Job objectives, personal objective, personal profile, education, experience and other related details so as to justify for eligibility for the candidature. (10 Marks)
- 6 What are the essential ingredients of a effective group discussion? (10 Marks)
- 7 You are requested by the general manager to investigate and prepare a brief report on the fall of profits at one of the branches at shopeers stop, New Delhi. Prepare a brief report stating the procedure, findings, conclusions and recommendations. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Ken worked in a **Research Department** as a **researcher** and was laid – off as the department was closed due to **recession**. He decided to meet the CEO for a possible outplacement in other departments to accommodate him. However, the secretary of the CEO, Diana did not permit Ken to meet the CEO saying CEO was busy. Ken returned without meeting the CEO. He got better employment elsewhere and joined.

Ken, being a researcher, wrote an article for an International Journal while working in the research department. It was published after 9 months and received complementary copies from the publisher. Ken wanted to share his success with his former CEO and went to meet him to gift a complimentary copy. Below was the conversation between Ken and the secretary of the CEO.

Ken : I would appreciate if you could arrange an appointment with CEO. I want.... (Secretary Interrupted).

Secretary : Why did you come? We have already handed over your application for outplacement. You may go now.

Ken : I did not come for employment. I have come to gift a complementary copy where my article featured.

Secretary : No, No, the CEO sees and knows everything.

Ken : It is not a departmental Journal. It is a prestigious International Journal. I want to inform him and gift the book.

Secretary : “You will not get appointment. The CEO is busy” leave it and go (She said impolitely and started looking here and there). Ken handed over the copy to the secretary.

Ken : Fine, please hand over to CEO. I am leaving. However, I will send an email to CEO about my coming physically to gift the book.

The very next day, Ken received e – mail from his ex – CEO congratulating him for the publication and thanked for coming all the way to gift the book. Ken was excited that his ex – CEO was pleased with his publication.

Questions :

- a) What were the communication challenges in the above case?
- b) Was the secretary right in avoiding Ken?
- c) Was secretary a good listener?
- d) Did secretary empathize with Ken?

(20 Marks)
