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Fifth Semester M.C.A Degree Examination, January/February 2005

Master of Computer Applications

Communication Management & Ethics

Time: 3 hrs.]

[Max.Marks : 100

Note: Answer any FIVE full questions taking atleast TWO questions from Part A and Atleast TWO questions from Part B.

PART - A

1. (a) Describe communication process. What are the salient features of business communication? Give an example. (10 Marks)
- (b) What are basic rules for effective written communication? Describe positive communication with an example. (10 Marks)
2. (a) What are different types of reports? Describe the format of a feasibility report. (10 Marks)
- (b) Explain the features of a job resume and describe the need for each item of job resume. (10 Marks)
3. (a) Discuss salient features of public speaking. What are the preparations required for effective public speaking? (10 Marks)
- (b) How will you prepare for a technical presentation? Describe the steps required for a good technical presentation. (10 Marks)
4. (a) How can a person succeed in a job interview? What are the protocols to be observed while attending an interview? (10 Marks)
- (b) Explain how courtesy can be shown in your correspondence with customers. Give examples. (10 Marks)
5. Write briefly about the following :
 - i) Bibliography
 - ii) Purchase order to a supplier to buy 10 refrigerators (Give the format)
 - iii) Congratulation letter to subordinate for getting promotion to higher post.
 - iv) Non-verbal communication (Gestures, Facial expression) (4×5 Marks)

PART - B

6. (a) Describe leadership styles. What are the qualities of an effective leader? How does he tackle different types of followers? (10 Marks)
- (b) What is Theory X and What is Theory Y. How can a manager get the best from his subordinates? (10 Marks)

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7. (a) Describe Maslow's theory of motivation based on hierarchy of needs. How does it compare with hygiene theory? (10 Marks)
- (b) What are the indicators of motivation? What are the organisational steps required to ensure employees are motivated? (10 Marks)
8. Write briefly about the following : (5×4=20 Marks)
- i) Professional ethics and social responsibility.
 - ii) Demotivation, how to detect and eliminate
 - iii) Institutionalization of ethics with examples
 - iv) What is the role of planning at different levels of management?

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