CBCS SCHEME

USN | | | | | | | | | | 20MBA16

First Semester MBA Degree Examination, Jan./Feb. 2021

Managerial Communication

Time: 3 hrs. Max. Marks:100

Note: ***1. Answer any FOUR full questions from Q1 to Q7.***
2. Question No.8 is compulsory.

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

1 a. Define Communication. **(03 Marks)**
b. Discuss the Classification of communication. **(07 Marks)**
c. What are the principles of effective communication? Explain. **(10 Marks)**

2 a. Define Oral Communication. **(03 Marks)**
b. What are the principles of successful oral communication? Briefly explain. **(07 Marks)**
c. What is the role, importance and types of business presentations. **(10 Marks)**

3 a. What is clarity in writing? **(03 Marks)**
b. Explain the 3 × 3 writing process. **(07 Marks)**
c. Define business letter. Briefly explain the different types of Business letters. **(10 Marks)**

4 a. What do you mean by Report writing? **(03 Marks)**
b. Discuss objectives of Report. **(07 Marks)**
c. Explain the types of business reports used by the organizations. **(10 Marks)**

5 a. Define Memo and mention the components of Memo. **(03 Marks)**
b. Enumerate the types of press releases. **(07 Marks)**
c. Briefly explain the contents of short term and long term reports. **(10 Marks)**

6 a. Define meeting. **(03 Marks)**
b. How to analyze a case study? **(07 Marks)**
c. Discuss on the step by step process in setting up effective meetings. **(10 Marks)**

7 a. Define Employment communication. **(03 Marks)**
b. Explain the stages of Negotiation process. **(07 Marks)**
c. What is a CV? Write a CV of Your's in seeking a job from an employer of your choice followed by an application. **(10 Marks)**

8 Case study :

The Tata motors were in a thinking process at the level of Board of directors to move a large number fo employees from Pune plant their new Nano plant at Sanand, Gujarath. However, the secretariat staff handling the board meetings at Mumbai got of this thinking process though one of the directors. One of the employees in the secretariat told his friends at Pune plant about the likely move by the management. In a very short span if time, all employees at Pune plant came under the impression that they all are moving to Sanand, Gujarath.

The employees union at Pune was also forced by the employees to take if the matter with the management. The union, in turn, took up the issue with the management and gave an ultimatum to the management with a rider of going on strike.

Questions :

a. What form of communication is responsible for the Chaos that has happened? And explain other similar forms of communication. **(05 Marks)**
b. Identify the barriers of communication in the case. **(05 Marks)**
c. What lessons do we learn from the episode? **(05 Marks)**
d. What actions do you take as HR manager of Pune plant under the circumstances? **(05 Marks)**

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