

# CBCS Scheme

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16/17MBA16

## First Semester MBA Degree Examination, Dec.2017/Jan.2018 Managerial Communication

Time: 3 hrs.

Max. Marks: 80

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

- 1**
- a. What is the purpose of communication? (02 Marks)
  - b. State the principles of communication. (06 Marks)
  - c. Explain the elements of communication. (08 Marks)
- 2**
- a. Mention the principles of effective writing. (02 Marks)
  - b. What are the characteristics of successful communication? (06 Marks)
  - c. Explain 3×3 writing process for business communication. (08 Marks)
- 3**
- a. What is Press Conference? (02 Marks)
  - b. Explain Communication in Conflict resolution. (06 Marks)
  - c. Describe the parts of a business letter. (08 Marks)
- 4**
- a. State the objectives of a report. (02 Marks)
  - b. Write short notes on : (06 Marks)
    - i) Coherence
    - ii) Kinesics.
  - c. Explain different kinds of reports. (08 Marks)
- 5**
- a. What is a business letter? (02 Marks)
  - b. Briefly explain E-mail etiquette. (06 Marks)
  - c. Explain different negotiation strategies. (08 Marks)
- 6**
- a. What is Video Conferencing? (02 Marks)
  - b. State the basic rules in planning meetings. (06 Marks)
  - c. Explain Interview Process. (08 Marks)
- 7**
- a. State the purpose of the case method. (02 Marks)
  - b. Describe long reports. (06 Marks)
  - c. Explain different stages of negotiation. (08 Marks)

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.

**8 Compulsory : Case Study**

In Hyderabad a maintenance employee of the Brigade constructions Co. asked for three months leave of absence for personal reasons. The request was granted because it was accord with the company and union policy. A few weeks later, Mr. N. Sudheer the industrial relations manager of the Brigade constructions heard by grapevine that Mr. Raju actually had taken his leave to work on a construction project in another part of the state. The report was that Mr. Raju needed some extra money and he had taken this job in order to earn contract construction wages as an electrician because these wages were nearly twice those earned on his regular maintenance job.

The act of taking leave for personal reasons, with the hidden purpose of working for another employer during the leave period was contrary to the labour contract and the penalty for this could be dismissal. After investigation to determine that the grapevine probably was correct. Mr. N. Sudheer prepared a native of hearing concerning dismissal action to be mailed to Mr. Raju at his local address where his wife and children remained. The letter of notice was dictated by Mr. Sudheer on Monday morning.

The same night Raju called Sudheer at his home, saying that he had heard that the notice was being prepared and that he felt there was misunderstanding. He said that his action was acceptable under the contract but if was not acceptable, he wanted to return immediately, because he did not want to give up his permanent job.

When Sudheer pressed him to learn how he know about his pending dismissal notice, Raju said that his wife had called him that evening telling him that at the local supermarket the mother of their son's friend had told her about the pending dismissal order.

**Questions :**

- a. Is there any evidence in this case that both management and employees use the grapevine for the benefit? Discuss. (04 Marks)
- b. Assume grapevine facts are as follows : (04 Marks)  
"Sudheer's secretary told a fringe benefit clerk about the dismissed noticed, the clerk not realized the information might be confidential told someone else". If you were Sudheer would you try to suppress grapevine leaks of this type? How?
- c. After Raju's Telephone call, what action should Sudheer take? Discuss. (04 Marks)
- d. Explain various uses and advantages of grapevine in the organization. (04 Marks)

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