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14MBA16

First Semester MBA Degree Examination, Dec.2016/Jan.2017
Managerial Communication

Time: 3 hrs.

Max. Marks:100

SECTION – A

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

- 1 Define communication. (03 Marks)
- 2 What is an Agenda? (03 Marks)
- 3 What is the purpose of writing? (03 Marks)
- 4 What do you mean by persuasive letters? (03 Marks)
- 5 What is a case? (03 Marks)
- 6 What are the elements of a presentation? (03 Marks)
- 7 What does CV stand for? (03 Marks)

SECTION – B

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

- 1 With the help of a neat diagram explain the process of communication. (07 Marks)
- 2 Differentiate between hearing and listening. (07 Marks)
- 3 Illustrate the principles of effective writing. (07 Marks)
- 4 What are the essential of a good business letter? (07 Marks)
- 5 Discuss the methods of reading a case. (07 Marks)
- 6 How does a presentation differ from a lecture? (07 Marks)
- 7 Explain the various electronic modes of communication available to business organizations to improve their communication network. (07 Marks)

SECTION – C

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

- 1 Briefly explain the 7C's (seven) of effective communication. (10 Marks)
- 2 Explain in detail the barriers to effective communication. (10 Marks)
- 3 Explain the 3 × 3 writing process for business communication. (10 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.

- 4 Draft a memo as a MD of an organization to the various department heads regarding ban on cigarette smoking. (10 Marks)
- 5 Explain briefly the steps involved in case analysis. (10 Marks)
- 6 Elaborate briefly the factors affecting the negotiation process. (10 Marks)
- 7 What is an interview? What are the various types of interviews? (10 Marks)

SECTION – D
(Compulsory)

8 CASE STUDY

Assume you are the administrative manager of X technologies in Bangalore. You have just received a call from your boss complaining about the employees who are shopping on-line. This could affect work in the organization. The management is considering monitoring software and blocking of websites.

Your Task:

- a. Should the management be allowed to monitor?
- b. Should the employees be warned? What type of communication should be used if your answer is yes?
- c. Should the employees protest or not? Give reasons.
- d. What solution would you suggest to solve the problem in an applicable manner?

(20 Marks)

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