



CBGS SCHEME

18MBA16

First Semester MBA Degree Examination, Aug./Sept. 2020 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.**

- 1 a. Define Communication. (03 Marks)
b. Analyze the different stages of negotiation process. (07 Marks)
c. Mention the 7C's of successful communication. (10 Marks)
- 2 a. What is Kinesics communication? (03 Marks)
b. Discuss in detail the process of communication. (07 Marks)
c. Briefly explain the different types of communication. (10 Marks)
- 3 a. What is a case? Mention the different types of cases. (03 Marks)
b. Elaborate the types of report. (07 Marks)
c. Write a detailed note on "Impact of technological advancement on communication". (10 Marks)
- 4 a. What are the elements of presentation? (03 Marks)
b. Elaborate the factors affecting the negotiation process. (07 Marks)
c. Write a note on barriers to communication. (10 Marks)
- 5 a. Distinguish between a business proposal and a business report. (03 Marks)
b. Distinguish between oral and written communication. (07 Marks)
c. Discuss the 3×3 writing process for business communication. (10 Marks)
- 6 a. What is Conversation Control? (03 Marks)
b. Explain the components of a long formal report. (07 Marks)
c. Draft a MEMO as a MD to the various department head's regarding ban on tobacco smoking. (10 Marks)
- 7 a. What is memorandum? (03 Marks)
b. Explain briefly the steps involved in case analysis. (07 Marks)
c. Write short notes on (Any two)
 - i) Interviews
 - ii) Group discussion
 - iii) Agenda
 - iv) Video conferencing. (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.

8 CASE STUDY [Compulsory]

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

Questions :

- 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 amicable manner? (20 Marks)

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