



CBCS SCHEME

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

Time: 3 hrs.

Max. Marks:100

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

- 1 a. Define Communication. (03 Marks)
b. Explain the process of communication with diagram? (07 Marks)
c. Explain the purpose of communication. (10 Marks)
- 2 a. What is Press Release? (03 Marks)
b. What is a Memo? Explain the structure of a Memo. (07 Marks)
c. What is a Report? (10 Marks)
- 3 a. What is Conversion Control? (03 Marks)
b. Explain 7 "C"s of successful communication? (07 Marks)
c. What is Non-Verbal communication? Discuss the classification. (10 Marks)
- 4 a. List the different types of cases? (03 Marks)
b. Explain Two sides of Effective Oral Communication. (07 Marks)
c. With reference to an advertising in Times of India, write an enquiry letter to M/s Dhruv Store, Delhi. (10 Marks)
- 5 a. What is Press Conference? (03 Marks)
b. Explain 3+3 writing process. (07 Marks)
c. Discuss in detail Barriers to Communication. (10 Marks)
- 6 a. What is e-mail? (03 Marks)
b. Prepare a press release on the National level workshop which you are holding in your institute on Human Resource Management in the month of August 2019. (07 Marks)
c. What is a Proposal? Explain its parts. (10 Marks)
- 7 a. What is Metacommunication? Give example. (03 Marks)
b. Briefly explain the benefits of Internet? (07 Marks)
c. Explain the various Negotiation Strategies. (10 Marks)
- 8 Case Study (Compulsory) :

"I don't want to speak to you, connect me to your boss" hissed the American on the phone. The young girl at Bangalore call centre tried to be as polite as she could.

At another call centre, another day another young girl had a Londoner unleashing himself on her. "Young lady do you know that because of you Indians we are losing jobs".

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.

Companies involved in outsourcing both in the US and India have been getting a lot of hate mail. Against outsourcing and it is hardly surprising that some people would behave like this on the telephone. Indeed, the furor raised by the Western media over job losses because of outsourcing has made ordinary citizens sensitive to the fact that their calls are being taken not from their midst but in countries such as India and the Philippines. Although Customer Centre Executives face angry outbursts which has a tinge of racist and sexist abuse. Senior executives at call centres refuse to go on record for fear of kicking up a controversy that might result in their company's losing clients overseas.

Questions :

- (i) Assume you are working as a Senior Executive at the customer care centre and are receiving irate calls. How would you handle such situations? (05 Marks)
- (ii) Does the use of such abusive happenings on the telephone have any impact on the company give reasons to justify your answer. (05 Marks)
- (iii) Explain in detail importance of communication. (10 Marks)

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