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18MBA16

First Semester MBA Degree Examination, June/July 2019 Managerial Communications

Time: 3 hrs.

Max. Marks: 100

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

- 1
 - a. Define Communication. (03 Marks)
 - b. State the principles of Communication. (07 Marks)
 - c. Mention the 7C's of successful communication. (10 Marks)

- 2
 - a. What is Conversation Control? (03 Marks)
 - b. Explain in detail the process of Communication. (07 Marks)
 - c. Explain the 3 × 3 writing process of business Communication. (10 Marks)

- 3
 - a. What is Press Conference? (03 Marks)
 - b. What are the different approaches to listening? (07 Marks)
 - c. Write a note on Barriers to Communication. (10 Marks)

- 4
 - a. Explain 'Salutation' and 'Complimentary close' in a business letter. (03 Marks)
 - b. Explain the layout of a business letter. (07 Marks)
 - c. What is Report? Explain different kinds of report. (10 Marks)

- 5
 - a. What is Case? Mention the different types of Case. (03 Marks)
 - b. Explain various approaches to Negotiation. (07 Marks)
 - c. Explain different visual aids used in presentations. (10 Marks)

- 6
 - a. What is Email? What are its advantages and disadvantages? (03 Marks)
 - b. Briefly elaborate the benefits of the internet. (07 Marks)
 - c. ABC Limited, had advertised in the daily, 'The Times of India', dated 22nd January, 2019, stating its requirement from Trainee Marketing Manager. Draft an application for the post assuming that you are Mr. Ashwath. (10 Marks)

- 7
 - a. List out the steps in writing an memo. (03 Marks)
 - b. Explain the basic rules in meeting documentation. (07 Marks)
 - c. Explain how growth of technology has an impact on business communication. (10 Marks)

- 8 **CASE STUDY (Compulsory) :**

Outsourcing Backlash Gets Abusive, Ugly

"I don't want to speak to you, connect me to your boss in the US", hissed the American on the phone. The young girl at a Bangalore call centre tried to be as polite as she could. At another call centre, another day, another young girl had a condoner unleashing himself on her, "Young lady do you know that because of you Indians we are losing jobs".

The outsourcing backlash is getting ugly. Handling irritable callers is the new brief for the young men and women taking calls at these outsourced job centres. Supervisors tell them to be "Cool". Avinash Vashistha, managing partner of NEO IT, a leading US – based consultancy firm says, "Companies involved in outsourcing both in the US and India are already getting a lot of hate mail against outsourcing and it is hardly surprising that some people should behave like this on the telephone. "Vashistha says Indian call centres should train the operators how to handle such calls. Indeed, the furore raised by the western media over job losses because of outsourcing has made ordinary citizens there sensitive to the fact that their calls are being taken not from their midst but in countries, such as India and the Philippines.

The angry outbursts the operators face border on the racist and sexist, says the manager of a call centre in Hyderabad. But operators and senior executives of call centres refuse to go on record for fear of kicking up a controversy that might result in their companies losing clients overseas.

'Its happening often enough and so lets face it, "Says a senior executive of a Gurgaon call centre, adding, "This doesn't have any impact on business".

Questions :

- a. Assume you are working as an operator at a call centre in India and are receiving crate calls from Americans and Condoners. How would you handle such calls? Imagine a situation and state your response. (10 Marks)
- b. "Keep you cool". What does the mean in terms of conversation control? (05 Marks)
- c. Do you agree with the view that such abusive happenings on the telephone do not have any impact on business? Give reasons for your answer. (05 Marks)
