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Internal Assessment Test

Subject	MANAGERIAL COMMUNICATION					Code:	16MBA16				
Date:		Duration	1hr & 20min	Max Marks.:	40	Semester	I	Branch:	MBA		
<i>Note: Part A: Answer any 03 full questions, 30 Marks, 2 question consecutive. Part B: Compulsory 10 Marks..</i>											

KEY POINTS OF MANAGERIAL COMMUNICATION FIRST INTERNAL PAPERS

Part A:

1. (a) Cite the different modes of oral communication.

Face-to-face conversation

Telephonic conversation

Lectures

Interviews

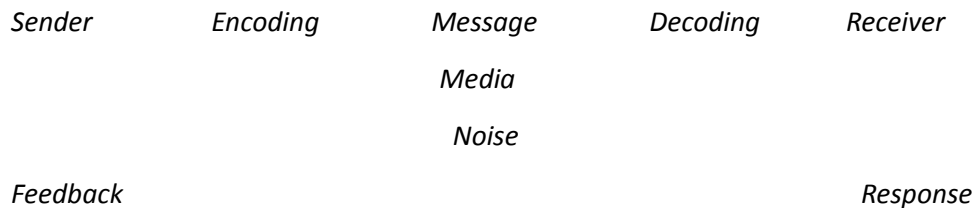
Small-Group or Team-Based Oral Work

Debates and Deliberations

Speeches and Presentations

Oral Examinations

(b) Illustrate the communication process with a flow diagram.



2. "Non verbal communication is more effective than verbal communication". Justify.

Verbal Communication

Verbal communication alludes to the utilization of sounds and dialect. It behaves as a medium for expressing thoughts, desires and ideas and is indispensable to the procedures of learning and instructing. Verbal communication goes about as the essential means for expressing something between two or

more individuals. Public speaking and interpersonal communication are the two essential forms of verbal communication. Verbal communication has numerous reasons, yet its fundamental purpose is to communicate a message with another person. Verbal communication can be utilized to illuminate, ask, contend and discuss different topics.

Non-verbal Communication

Nonverbal communication is communication between individuals through accepting and sending silent prompts. It incorporates the utilization of visual signals, for example, kinesics (body language), proxemics (distance), chronemics (the utilization of time) and oculosics (eye contact). There are nonverbal components known as paralanguage, incorporating voice quality, pitch, rate, style and volume. Nonverbal communication includes the procedures of decoding and encoding. Encoding is the demonstration of creating the information, for example, gestures, postures and facial expressions. Decoding is the elucidation of information from accepted sensations from past experiences.

3. a) Distinguish between active listening and selective listening

Selective Listening

This is a more negative type of listening, it implies that the listener is somehow biased to what they are hearing. Bias can be based on preconceived ideas or emotionally difficult communications. Selective listening is a sign of failing communication – you cannot hope to understand if you have filtered out some of the message and may reinforce or strengthen your bias for future communications.

Active listening

Active listening can consist of both verbal and non-verbal cues. Non-verbal cues, such as nodding and eye contact, show that you are interested and engaged in what the speaker is saying. Verbal cues can vary from repeating or summarizing parts of what is being said to asking appropriate follow-up questions to engage the speaker.

b) Discuss the 3x3 process of written communication

Phase 1 – P rewriting phase--- analyzing, anticipating and adapting to task

Phase 2 Writing -----research, organize and compose

Phase 3 --- Revising----- revising for clarity, proofreading, evaluate the outcome

4. Discuss the different aspects of cross cultural communication with examples.

Know the religion

Know the traditions

know the basic culture

Learn their habits, way of socializing and their mode of communication

5.a) Identify the principles of listening

- ▶ 1. Stop Talking
- ▶ 2. Prepare Yourself to Listen
- ▶ 3. Put the Speaker at Ease
- ▶ 4. Remove Distractions
- ▶ 5. Empathies
- ▶ 6. Be Patient
- ▶ 7. Avoid Personal Prejudice
- ▶ 8. Listen to the Tone
- ▶ 9. Listen for Ideas – Not Just Words
- ▶ 10. Wait and Watch for Non-Verbal Communication

b) Describe the specific features of written communication.

Accuracy

Readability

Appropriate tone

Brevity

Organised structure of written communication

Part(b)

6. Barry is a 27 year old who is a good service manager at a casual dining restaurant. Barry is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic background. For many, English is not their primary language.

e) Elucidate the barriers of communication faced by Barry

a) Suggest a solution on this case

Ans a: The different barriers of communication on the above case can be:-

- *The differences between the age groups*
- *Different employees come from different cultural backgrounds and ethnic groups.*
- *The employees do not have a common language to communicate because English is not their primary language.*

• *Barry can face an uphill task of making his employees understand his words because they belong to different age groups and therefore he needs to take different means to communicate with them which can be a barrier for him.*

Ans b):- Solution on this case.

• *Barry can ask his employees to try to learn the common language which would help everyone communicate with each other*

• *Barry can ask his team that if they would face any difficulty regarding any issues with the team, they are open to come and discuss the matter with him*

• *There may be usage of many words or emotions showed which may not be appropriate for some people as they belong from different cultural background. Barry can advise them not to take those comments to heart as the people uttering those words may not be aware of the sensitivity of it.*