
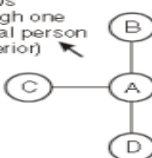
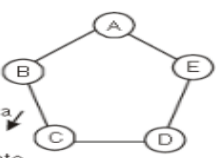
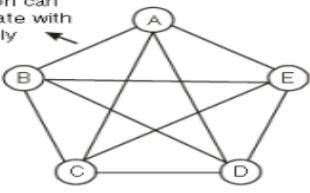
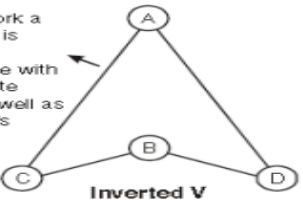
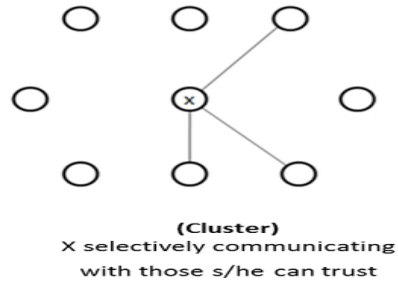
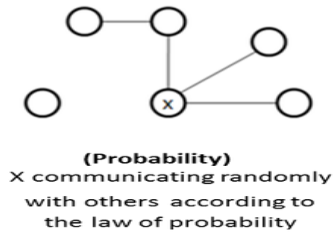
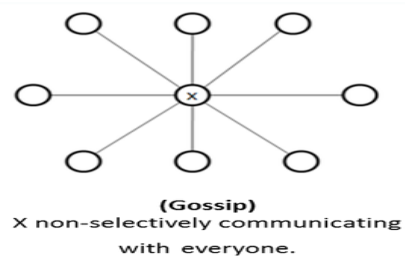
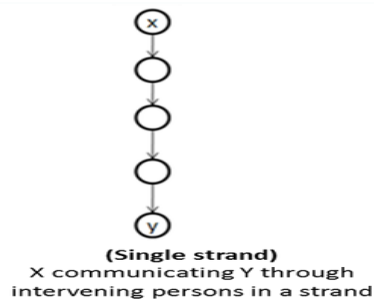


IAT- I-Solutions

Sub:	Managerial Communication			Code:	18MBA16
Date:	6/11/2019	Duration:	90 mins	Max Marks:	50
				Sem:	I
				Branch:	MBA (A & B)

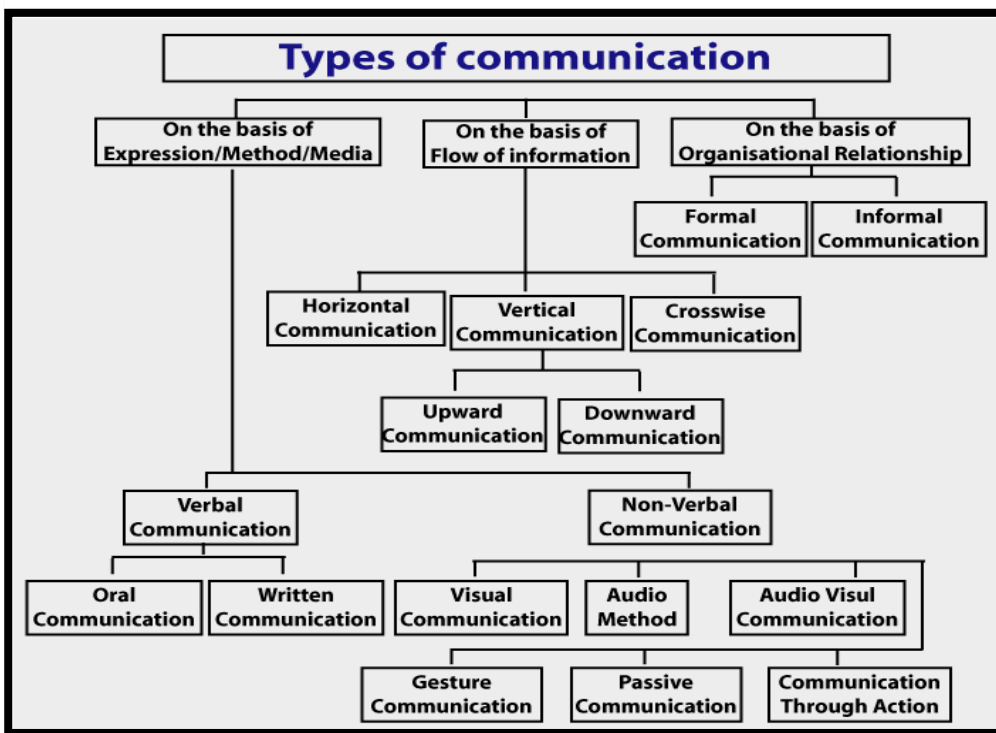
		OBE	
		CO	RBT
Part A -Answer Any Two Full Questions (20*02=40 Marks)			
1(a)	Define Communication.	[03]	CO1 L1
	<p>Answer:</p> <p>“Communication may be broadly defined as the process of meaningful, interaction among human beings. More especially, it is the process by meanings are perceived and understanding is reached among human beings” -- <i>D.E. Mcmefarland.</i></p>		
(b)	<p>Draw and explain various types of formal and informal communication channels.</p> <p>Answer:</p> <p style="text-align: center;">Communication Networks of a Formal Communication</p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;"> <p>It flows from Every superior to his subordinate through single Chain</p>  <p style="text-align: center;">Single Chain</p> </div> <div style="width: 50%;"> <p>If flows through one central person (superior)</p>  <p style="text-align: center;">Wheel</p> </div> <div style="width: 50%;"> <p>It moves in a circle each person can Communicate with his adjoining two persons</p>  <p style="text-align: center;">Circular</p> </div> <div style="width: 50%;"> <p>In this network each person can communicate with others freely</p>  <p style="text-align: center;">Free Flow</p> </div> <div style="width: 50%;"> <p>In this network a subordinate is allowed to communicate with his immediate superior as well as his superior's superior</p>  <p style="text-align: center;">Inverted V</p> </div> </div>	[07]	CO3 L4



(c) Explain in detail various classifications of communication.

[10] CO3 L4

Answer:



2(a) Discuss various purpose of communication.

[03] CO1 L2

Answer:

1. Flow of Information: The relevant information must flow continuously from top to bottom and vice versa.

2. **Coordination:** It is through communication the efforts of all the staff working in the organisation can be coordinated for the accomplishment of the organisational goals.
3. **Learning Management Skills:** The communication facilitates flow of information, ideas, beliefs, perception, advice, opinion, orders and instructions etc. both ways which enable the managers and other supervisory staff to learn managerial skills through experience of others.
4. **Preparing People to Accept Change:** The proper and effective communication is an important tool in the hands of management of any organisation to bring about overall change in the organisational policies, procedures and work style and make the staff to accept and respond positively.
5. **Developing Good Human Relations:** Managers and workers and other staff exchange their ideas, thoughts and perceptions with each other through communication. This helps them to understand each other better. They realize the difficulties faced by their colleagues at the workplace. This leads to promotion of good human relations in the organisation.
6. **Ideas of Subordinates Encouraged:** The communication facilitates inviting and encouraging the ideas from subordinates on certain occasions on any task. This will develop creative thinking. Honoring subordinates' ideas will further motivate them for hard work and a sense of belonging to the organisation will be developed. It will provide them with the encouragement to share information with their superiors without hesitation.

(b) Discuss importance of communication in Management.

[07]

CO1

L2

Answer:

1. **Basis of Decision-Making and Planning:** Communication is essential for decision-making and planning. It enables the management to secure information without which it may not be possible to take any decision. The quality of managerial decisions depends upon the quality of communication. Further, the decisions and plans of the management need to be communicated to the subordinates. Without effective communication, it may not be possible to issue instructions to others. Effective communication helps in proper implementation of plans and policies of the management.
2. **Smooth and Efficient Working of an Organisation:** In the words of George R. Terry, "It serves as the lubricant, fostering for the smooth operations of management process." Communication makes possible the smooth and efficient working of an enterprise. It is only through communication that the management changes and regulates the actions of the subordinates in the desired direction.
3. **Facilitates Co-Ordination:** Management is the art of getting things done through others and this objective of management cannot be achieved unless there

is unity of purpose and harmony of effort. Communication through exchange of ideas and information helps to bring about unity of action in the pursuit of common purpose. It binds the people together and facilitates co-ordination.

4. **Increases Managerial Efficiency:** Effective communication increases managerial efficiency. It is rightly said that nothing happens in management until communication takes place. The efficiency of manager depends upon his ability to communicate effectively with the members of his organisation. It is only through communication that management conveys its goals and desires, issues instructions and orders, allocates jobs and responsibility and evaluates performance of subordinates.

5. **Promotes Co-operation and Industrial Peace:** Effective communication creates mutual understanding and trust among the members of the organisation. It promotes co-operation between the employer and the employees. Without communication, there cannot be sound industrial relations and industrial peace. It is only through communication that workers can put in their grievances, problems and suggestions to the management.

6. **Helps in Establishing Effective Leadership:** Communication is the basis of effective leadership. There cannot be any leadership action without the effective communication between the leader and the led. Communication is absolutely necessary for maintaining man to man relationship in leadership. It brings the manager (leader) and the subordinates (led) in close contact with each other and helps in establishing effective leadership.

7. **Motivation and Morale:** Communication is the means by which the behaviour of the subordinates is modified and change is effected in their actions. Through communication workers are motivated to achieve the goals of the enterprise and their morale is boosted. Although motivation comes from within yet the manager can also motivate people by effective communication, e.g., proper drafting of message, proper timing of communication and the way of communication, etc.

8. **Increases Managerial Capacity:** Effective communication increases managerial capacity too. A manager is a human being and has limitations as to time and energy that he can devote to his activities. He has to assign duties and responsibilities to his subordinates. Through communication, a manager can effectively delegate his authority and responsibility to others and thus, increases his managerial capacity.

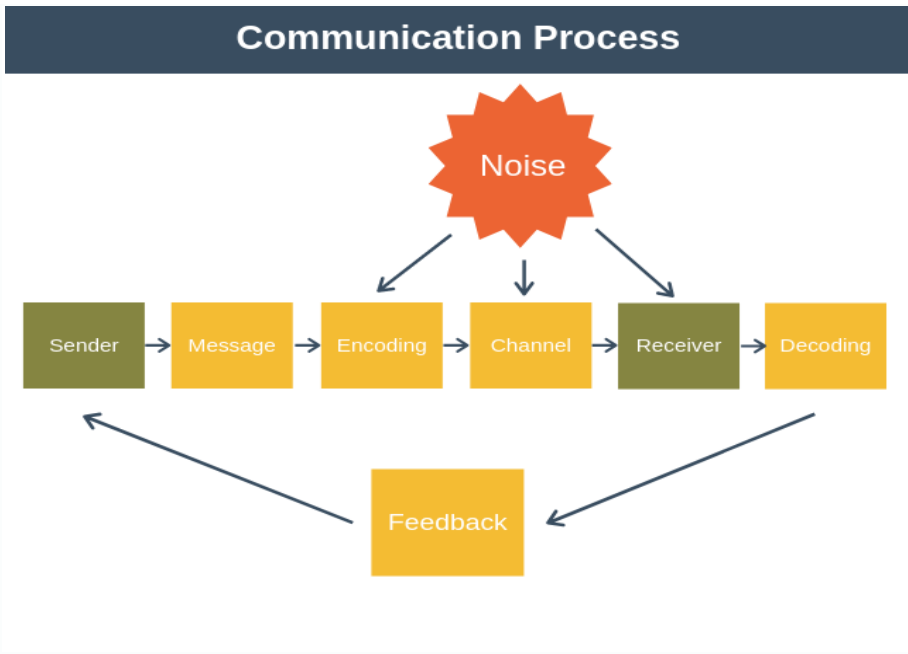
(c) Explain communication process, highlighting elements of communication.

[10]

Answer:

CO1

L4



3(a) List out six steps of multicultural transformation.

[03] CO3 L1

Answer:

1. Denial : we deny that cultural differences exist among people. We avoid learning different culture.
2. Defense: We present our culture as superior and other culture as inferior.
3. Minimization: we try to explain that in spite of differences other culture is like us only.
4. Acceptance: we respect the differences . Live and let others live
5. Adaptation: we become bicultural or multicultural
6. Integration: both the cultures learn from each other.

(b) What is negotiation? Explain role/strategies of communication in negotiation.

[07] CO3 L4

Answer:

Negotiation theorists generally agree that there are two primary forms of negotiation:

- Distributive Negotiation: this is also referred to as positional or hard-bargaining negotiating. It generally pertains to a single issue and often ends up with one person walking away with a bigger piece of the pie (usually financial) than the other. An example of this could be in the case of a divorce, where one party walks away with the house, both the cars,

alimony and the 401K, where the other party walks away with their frequent flier miles.

- **Integrative Negotiation:** this is the softer side of the two forms of negotiation, often referred to as win-win. This form may also be referred to as interest-based, merit-based, or principled negotiation. Essentially this means that all parties walk away happy and with more or less equal pieces of the pie. Additionally, integrative negotiation generally involves multiple moving parts as opposed to a single issue. An example of this could be negotiating a contract upon hiring a new employee. In order to provide them more paid time off, perhaps you negotiate a different salary.

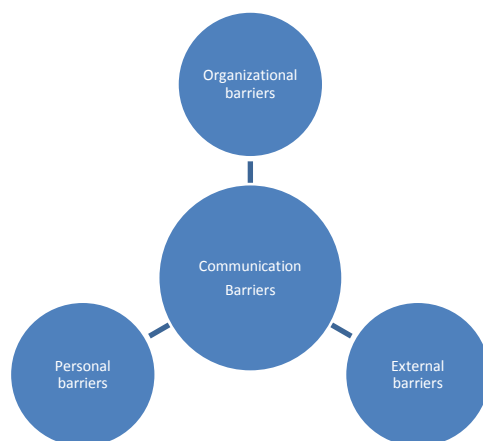
role/strategies of communication in negotiation

- An effective communication is directly proportional to an effective negotiation.
- Be crisp and precise in your speech.
- Effective communication is important in salary negotiations as well.
- An effective communication is of prime importance in business deals also
- Non verbal communication also plays an important role in an effective negotiation.
- Don't express your helplessness to anyone. You might need the job badly but don't let the other person know about it.
- Be very polite in your speech, involve everyone in the discussion and decide in the favour of all the participants for an effective negotiation.

(c) Explain various barriers to effective communication.

[10] CO1 L4

Answer:



Part B - Compulsory (10 marks)

4 Mr. and Mrs. Basu went to Woodlands to buy a pullover. Mr. Basu did not read the price tag. When he asked at payment counter for price it was 950. Mrs. Basu pointed out that there was 25% off on the pullover. The counter person nodded to this. Mr. Basu thought that it is now costing 712. He decided to buy one more pullover in green color. Shopkeeper asked him to pay 1900 while he was expecting 1424. Later it was told that 950 was the price after discount. Original price printed on the price tag was 1266.

a) Identify three sources of Mr. Basu's information. What should Mr. Basu have done to avoid the misunderstanding?

b) Who is to blame for this communication gap and why?

[10]

[5]

[5]

CO1	L5

Course Outcomes		PO1	PO2	PO3	PO4	PO5		PO6	PO7
CO1:	The students will be aware of their communication skills and know their potential to become successful managers.	1a, 2a, 2c	2b, 3c, 4a,4 b						
CO2:	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.								
CO3:	The students will be introduced to the managerial communication practices in business those are in vogue	1b,1 c	3a, 3b,						
CO4:	Students will get trained in the art of business communication with emphasis on analysing business situations								
CO5:	Students will get exposure in drafting business proposals to meet the challenges of competitive environment.								

Cognitive level	KEYWORDS
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

***PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities;
PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship***

CCI

HOD