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14MBA16

First Semester MBA Degree Examination, June/July 2017
Managerial Communication

Time: 3 hrs.

Max. Marks:100

SECTION - A*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Explain the purpose of communication. (03 Marks)
- 2 What is Conversation control? (03 Marks)
- 3 What is the purpose of Writing? (03 Marks)
- 4 What is the difference between Resum,e CV and Biodata? (03 Marks)
- 5 What is Press Conference? (03 Marks)
- 6 What is Negotiation? (03 Marks)
- 7 Explain the do's and don't's of case preparations. (03 Marks)

SECTION - B*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 "The most important thing in communication hearing what isn't said" Non verbal communication serves or the single most powerful form of communication - Justify. (07 Marks)
- 2 Explain the process of Negotiation. (07 Marks)
- 3 One of your employee Mr. Ajay has taken seven days leave without permission. He reports to the office on the eight day. You are the senior manager of production department that this employee belongs to. Issue a negligence of duty memo to Mr. Ajay. (07 Marks)
- 4 Explain 3 × 3 process of writing. (07 Marks)
- 5 Explain the layout of business letter. (07 Marks)
- 6 Explain the different approaches to case analysis. (07 Marks)
- 7 Why are visual support important for managers in improving presentations? (07 Marks)

SECTION - C*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 You are the Project Manager to Blue star info system. You are required to make a presentation of the new banking software to the management of Yes Bank. Discuss the steps you follow for preparing your presentation. (10 Marks)
- 2 Explain Shannon Weaver model of communication. (10 Marks)

- 3 Explain the principle of Effecting writing. (10 Marks)
- 4 Explain how advancement in technology has an impact on business communication. (10 Marks)
- 5 Explain the forms of Communication in Organization. (10 Marks)
- 6 You are the HR manager of Speed Courier Company. You have to send a circular to all department declaring 26th June as holiday. Also the circular should indicate that the employees have to work on the following Sunday to compensate for the holiday. Write a circular. (10 Marks)
- 7 You are the organizing secretary of management fest held in you college. Submit a report of the fest to the principal about the fest. Discuss the steps to write the report. (10 Marks)

SECTION - D

CASE STUDY – [Compulsory]

October 3, The Food and Drug Administration Commissioner received complaints about plastic rice, egg, sugar being sold in super markets and retail stores. All the media channels showcased the news, public were apprehensive of the adulteration in food produces. The retailers, public were shaken. The challenge for the food and drug minister is to restore confidence in the key stake holders (consumers, trade , authorities) and build back credibility that has been questioned.

Questions :

1. How would you handle such crisis? (10 Marks)
2. What measures do you take to restore confidence? (10 Marks)
