

CBCS SCHEME

20MBA16

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First Semester MBA Degree Examination, July/August 2021

Managerial Communication

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE questions.

- 1 a. Define communication. (03 Marks)
b. Explain the format and planning of business meeting. (07 Marks)
c. What is social media? Discuss its types. (10 Marks)
- 2 a. Mention the important business etiquette rules. (03 Marks)
b. Differentiate between oral communication and written communication. (07 Marks)
c. What is a business report? Explain its kinds. (10 Marks)
- 3 a. What is elevator pitching? (03 Marks)
b. Explain 3×3 writing process for business communication. (07 Marks)
c. Write a note on : internet, Blogs, webinars (10 Marks)
- 4 a. What is video conferencing? (03 Marks)
b. Explain the stages in the process of negotiation. (07 Marks)
c. Discuss the 7 Cs of effective communication. (10 Marks)
- 5 a. What is conflict? Mention its characteristics. (03 Marks)
b. Explain the principles of effective oral communication. (07 Marks)
c. Describe the 10 steps in business pitching. (10 Marks)
- 6 a. What is an e-mail? Mention its advantages and disadvantages. (03 Marks)
b. Explain the principles of effective writing. (07 Marks)
c. Write a note on barrier to communication. (10 Marks)
- 7 a. What is conversation control? (03 Marks)
b. Explain the role of business presentation. (07 Marks)
c. What is a case? Explain the process of case analysis. (10 Marks)

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Case study :

Charisma Corporation (CC) has recently embarked on a new kind of training. The corporation is teaching many of its employees-especially those in marketing and sales to make decisions on the basis of non-verbal communication cues. For Malini Varma, Vice President of CC, focusing on non-verbal communications has become an important part of her inter-personal dealings, several years ago, Varma become interested in how body movements and mannerisms truly reflect what an individual is saying continually reading in this area of study, Varma has been able to make decisions about potential employees and potential customer by reading them. For example, Varma believes that body language can give a person competitive advantages.

It can make the difference when closing the sale, or in CC's case hiring new employees. For example, during interviews Malini pays constant attention to the job candidates eye movements and mannerisms. She believes that she can correctly predict if the candidate will be an aggressive sales person while simultaneously being personable and friendly. How does she do this? She does this by looking at their eyes and the way they present themselves. In one case, a hiring decision came down to the people. The first candidate never looked Malini in the eye, leaned back in his/her chair and crossed both his/her legs and arms. The first candidate demonstrated the communication skills that Varma found aligned with successful performance in her organization. Malini Varms is convinced that non-verbal communications can play a significant role in helping her organization achieve its annual sales goals personally. She has found that it has helped her quality costumes for example, even though a potential customer says 'Yes' with his/her arms and legs crossed emphatically, it means state 'No' understanding this, Varms is in better position to probe further into the possible objections the customer has, she has found that, in many cases, she is able to steer the conversation in a direction that ultimately leads to successfully closed a sale. And that is a major competitive advantage.

Questions :

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- a. What problems can Varma encounter by her heavy reliance on non-verbal communication? (10 Marks)
- b. What communication guidance would you give to Varma and individuals like her who place an inordinately high value on body language? Explain your position. (10 Marks)

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