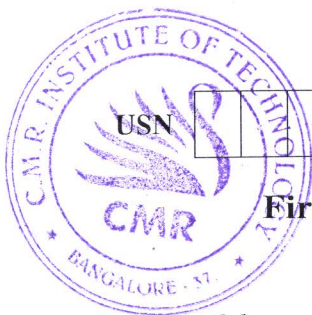


CBCS SCHEME

20MBA16



First Semester MBA Degree Examination, Feb./Mar. 2022 Managerial Communication

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No.8 is compulsory.

- 1 a. What do you mean by written communication? (03 Marks)
b. Discuss various barriers of effective communication. (07 Marks)
c. Define communication? Describe the 7C's of effective communication. (10 Marks)
- 2 a. What is elevator pitch? (03 Marks)
b. What is report? Describe the various types of reports. (07 Marks)
c. What is business letters? Explain the elements or parts of business letters. (10 Marks)
- 3 a. What is empathy in communication? (03 Marks)
b. You have recently purchased a LED television. The television is not working properly. Write a letter of complaint to the company highlighting the problem and seeking appropriate reliefs. (07 Marks)
c. What are the laments of presentation? What are visual aids and its advantages? (10 Marks)
- 4 a. What is grapevine communication? (03 Marks)
b. Describe the conflict handling strategies in negotiation. (07 Marks)
c. Describe the concepts no-verbal communication such as kinesics proxemics, chronemics and paralanguage with example of your choice. (10 Marks)
- 5 a. List the types of cases and distinguishes between listening and hearing. (03 Marks)
b. What do you mean by social media? What are the popular social media tools and platforms? (07 Marks)
c. Describe the formal channel of communication in an organization. (10 Marks)
- 6 a. What is electronic writing? (03 Marks)
b. Write short notes on the following :
i) Teleconferencing (07 Marks)
ii) Video conferencing. (07 Marks)
c. Prepare your won resume assuming your name as Ashok for employment communication by highlighting your educational background and strengths. (10 Marks)
- 7 a. What do you mean by agenda? (03 Marks)
b. Discuss the 3 × 3 writing process for business communication. (07 Marks)
c. Draft presentations on the following topics in your own words.
i) The water conservation : A need
ii) Ragging in colleges should be banned. (10 Marks)

8 CASE STUDY :

Miscommunication

Memo from CEO to Manager

Today at 11 O'clock there will be a total eclipse of the sun. This is when the sun disappear behind the moon for two minutes. As this is something that cannot be seen every day time will be allowed for employees to view the eclipse in the parking lot, staff should meet in the lot at ten to eleven, when I will deliver a short speech introducing the eclipse and giving some background information. Safety goggles will be made available at a small cost.

Memo from manager to Department Head

Today at ten to eleven, all staff should meet in the car parking. This will be followed by a total eclipse of the sun. Which will appear for two minutes. For a moderate cost, this will be made safe with goggles. The CEO will deliver a short speech before hand to give us all some information. This is not something that can be seen every day.

Memo from department head to floor manager

The CEO will today deliver a short speech to make the sun disappear for two minutes in the form of an eclipse. This is something that cannot be seen every day. So staff will meet in the car park at ten or eleven. This will be safe if you pay a moderate cost.

Memo from floor manager to supervisor

Ten or eleven staff are to go to the car park, where the CEO will eclipse the sun for two minutes. This doesn't happen every day. It will be safe and as usual it will cost you.

Memo from supervisor to staff

Some staff will go to the car park today to see the CEO disappear. It is a pity this doesn't happen every day.

Questions :

- a. Identify and analyse the problems of miscommunication in the organization. (07 Marks)
- b. Who is responsible for miscommunication? (06 Marks)
- c. Give your suggestions to improve communication in the organization. (07 Marks)

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