



CBGS SCHEME

16/17MBA16

First Semester MBA Degree Examination, June/July 2019 Managerial Communication

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any Four questions from Q.No. 1 to Q.No. 7.
2. Question No. 8 is compulsory.**

- 1 a. Define Communication. (02 Marks)
b. Explain the 3 × 3 writing process in communication. (06 Marks)
c. Discuss in detail the Negotiation strategies. (08 Marks)
- 2 a. What do you mean by Persuasive letter? (02 Marks)
b. Explain the elements of presentation. (06 Marks)
c. Elaborate the process of communication. (08 Marks)
- 3 a. Write 2 advantages and disadvantages of written communication. (02 Marks)
b. Explain the principles of oral communication. (06 Marks)
c. Describe the barriers of communication. (08 Marks)
- 4 a. Define Agenda. (02 Marks)
b. Explain the importance of visual aids used in presentation. (06 Marks)
c. Briefly explain the different types of communication. (08 Marks)
- 5 a. What is Video conferencing? (02 Marks)
b. Discuss in detail the steps in writing Business letters. (06 Marks)
c. Describe different categories of non – verbal communication. (08 Marks)
- 6 a. What do you mean by minutes of the meeting? (02 Marks)
b. What do you mean by appointment letter? What are the contents of an appointment letter? (06 Marks)
c. Explain the various types of reports. (08 Marks)
- 7 a. What is Grapevine Communication? (02 Marks)
b. What is Interview? Illustrate the objectives of Interview. (06 Marks)
c. Explain the factors affecting Presentation. (08 Marks)

8 CASE STUDY :

Murli worked in a research department for a year as a researcher and he was laid off as the entire department was closed due to recession. He decided to meet the CEO for a possible outplacement as the organization had several other departments to accommodate him. However, the secretary of the CEO, Diana did not permit Murli to meet by saying that CEO was busy. Murli returned without meeting the CEO. He got better employment opportunity else where and joined.

Murli, being a researcher, wrote an article for an international journal while working in the research department. It was published after 9 months and received complimentary copies from the publisher. Therefore, Murli wanted to share the successful publication with his former CEO and went to meet him to gift the book as a complimentary copy. Below is the conversation Murli had with the secretary of the CEO.

MURLI : I would appreciate if you could arrange an appointment with CEO. I want(secretary interrupted)

SECRETARY : Why did you come? We had already handed over your resume to Tim for outplacement. You may go now.

MURLI : I did not come for employment opportunity. Don't assume that people would come here for employment only. I have come to gift a complimentary copy where my article featured in International Journal. The CEO would be glad to share the success.

SECRETARY : No, No, the CEO sees everything and knows everything as every article publication is known to him.

MURLI : It is not departmental journal. It is a prestigious journal globally and I want to inform him and gift the book.

SECRETARY : 'You will not get appointment. The CEO is busy' said firmly.

MURLI : I anticipated that CEO would be busy and I have already written the details of my name over the complimentary copy

SECRETARY : Ok leave it and go (she said impolitely and started looking here and there). Murli handed over the complimentary copy to secretary.

MURLI : Fine, please handover to CEO. I am leaving the place. However, I will send an email to CEO about my coming physically to gift the book (secretary probably worried as the Murli had already mentally prepared to send the main and keep the CEO informed. If secretary had an intention to skip handling over the complimentary copy, CEO will know as Murli would send mail).

Murli handed over the copy to secretary and send an email to his Ex – CEO about his achievement and that he could not meet him because he (Ex- CEO) was busy with his schedules.

After 5 hours, the secretary telephoned Murli and said firmly CEO told to return the book to you. You come and take the book back'.

Murli replied 'It is a complimentary copy meant for the CEO only'. Secretary insisted to take back the book immediately. Murli told secretary to courier the book but she refused.

The very next day, Murli received email from his Ex- CEO congratulating Murli for the publication and thanked for coming all the way to gift the book. Murli felt excited that his Ex - CEO was pleased with publication.

QUESTIONS :

- What are the major communication challenges or barriers in the above case? (04 Marks)
- Was the secretary right in avoiding Murli who came all the way from long distance? (04 Marks)
- Was secretary a good listener? (04 Marks)
- In terms of communication, whom do rate better Murli a secretary and why? (04 Marks)
