

**576115 (76)**

**676314 (76)**

MBA (1<sup>st</sup> Semester)

Examination, Nov.-Dec., 2014

Branch : Management

**MANAGERIAL COMMUNICATION (NEW)**

*Time Allowed : Three Hours*

*Maximum Marks : 80*

*Minimum Pass Marks : 32*

**Note :** Attempt all questions. All questions carry equal marks.

**UNIT - I**

Q. 1. (a) The role of the sender is tough as he necessarily needs to adhere to certain stages for the completion of his goal. Briefly discuss

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these stages. Define proxemics. How does it help in the comprehension of the message. 16

Or

What are different barriers of communication ?

Discuss various strategies for effective listening. 16

**UNIT - II**

Q. 2. Case study – Communication Gap 16

It was 9.30 am when two trucks brought some large crates to the assembly shop. Everyone saw the truck crew unloading the boxes quickly ; leave them piled near the gate of the stores department and drive away. Mohan, a worker, watched and approached the foreman and pointed to the boxes. The foreman stopped, shrugged his shoulders and walked away.

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Mohan came across another worker who asked: "What's in the boxes?" "I don't know" was the reply," and the foreman doesn't know either or at least, he doesn't want to tell. "Mohan went over his work but continued to wonder: "What could be in those boxes? And why does not the foreman want to tell us? May be it is new machines.... Say, that's probably what is, those new automatic machines. All you have to do is push the button and the machine will do the rest. There won't be many jobs in the assembly shop if these machines are installed.

Mohan became nervous. He hot up and went over to the water cooler where two other workers were gossiping: "The foreman doesn't want to tell us what's in those crates because it is new

(4)

automatic machinery. That will mean fewer jobs for us. "Mohan saw fear and anger creep across the workers' faces.

Words spread like wildfire. Soon no one was working, all were talking and their voices grew angrier and angrier. Finally, a worker stood on his bench and shouted, "If this is the way the management treats us, then let's teach them a lesson. If they fire us, we'll fire the boxes.

Just then the Superintendent came running and stood in the middle of the men. "What's the matter? What's happened?"

"You are trying to replace us with new machines."

"What new machinery?"

"The new machinery in those boxes".

(5)

"Oh, my God ! that's equipment for our new plant. We're only keeping these here for a few days."

Everyone looked very foolish and tempers quickly cooled. "You should have told us", one man said dejectedly. Mohan quietly slipped away.

**Question :**

1. What is the problem in this case ?
2. Who is responsible for this episode ?
3. Do you feel that the workers would have not agitated if there were two-way communication between the management and the workers ?

Or

Write short notes on the following:

- (a) Elucidate the five steps in report planning 5

(4)

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Question :

1. What is the problem in this case ?
2. Who is responsible for this episode ?
3. Do you feel that the workers would have not agitated if there were two-way communication between the management and the workers?

Or

Write short notes on the following:

- (a) Elucidate the five steps in report planning. 5

(6)

- (b) Minutes are a formal record of the proceedings of a meeting. What factors are emphasised in minutes and what is the order in which they are structured. 6

While a CU is factual record of the candidate's qualifications and experiences, a resume is a 'sales letter' – Discuss. 5

UNIT - III

- Q. 3. What are the various patterns in which you can organize the contents of your presentation. What different kinds of visual aids enables the speaker to keep to structure of the presentation. 16

Or

Write short notes on the following :

- (a) Strategies for controlling stage fear. 5
- (b) An overview of business presentations. 6

(7)

- (c) Points to keep in mind while having team presentations. 5

UNIT - IV

Q. 4. (a) List five questions that could be asked about you in your interview. Prepare brief answers for the same. <http://www.csvtuonline.com> 10

(b) Discuss the requisites of a valid meeting. 6

Or

(a) What traits of candidates are evaluated by the panelists of a group discussion ? Elaborate your answer with examples. 10

(b) What you speak in an interview is not as important as how you speak ; your overall behaviour and body language during the interview have become more important now.

Do you agree ? Discuss. 6

(8)

UNIT - V

Q. 5. What do you understand by ethics ? Discuss the ethical dilemma facing managers of today. Do explain whether ethics has to be followed in advertisement. Give reasons for the same. 16

Or

Discuss the hot spots in cross cultural communication. What steps you would keep in mind to manage cross cultural communication better. 16