



PG – 119

I Semester M.B.A. (Day) Degree Examination, February 2012
(2007-08 Scheme)

MANAGEMENT

Paper – 1.1 : Managerial Communication

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following. **Each** question carries **two** marks. (2×6=12)

1. a) Define the communication network in an organisation.
- b) Define sales letters.
- c) Give four important differences between oral and non-oral communication.
- d) Write four advantages of written communication.
- e) List out the different types of circulars.
- f) Can everyone write a business letter ?
- g) What is meant by emotional intelligence ?
- h) What is telex ?

SECTION – B

Answer **any three** of the following. (3×8=24)

2. Explain the need for feedback in communication.
3. How to make E-mail communication in an office more effective ?
4. Explain the various features of a PPT.
5. Discuss the various features of a written report in the context of a company.
6. How to improve the listening skills ?

SECTION – C

Answer **any two** of the following. (2×12=24)

7. Explain the various types of written communication and where they are used.

P.T.O.



8. Grammar and style are important in managerial communication. Discuss.
9. Communication defines organisation and vice-versa. Explain.

SECTION - D
(Compulsory)

(1×15=15)

10. Case study :

The largest real estate developers have been in Bangalore since 1973. From a small team it has grown to be a very large corporation with about 7000 own employees and 70,500 contract employees.

The communication needs also changed over the years.

The head quarters houses the directors and senior staff. It is in a posh locality.

The regional offices are in different metros in partly a construction site. This office is temporary.

Large number of employees both permanent and contract are working on sites.

The company has hired you to design a communication policy for the corporation.

Design a policy keeping in mind, the need and relevance of oral communication, the different types available, reports needed to be generated and circulated, the various modes like fax, E mail and also the medium like print/electronics. Here faster communication is the basic necessity.