



PG – 677

I Semester M.B.A. (Day) Degree Examination, February/March 2013
(2007-2008 Scheme)

MANAGEMENT

Paper – 1.1 : Managerial Communication

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** from the following. Each sub-question carries **two** marks. **(6×2=12)**
- Define the term 'Kinesics'.
 - Distinguish between 'Hearing' and 'listening'.
 - What constitutes formal communication based on direction of flow of communication ?
 - List the objectives of report writing.
 - What are the optional parts of a business letter ?
 - Define a circular.
 - List five aspects of emotional intelligence.
 - Mention the physical barriers of communication.

SECTION – B

Answer **any three** of the following. Each question carries **eight** marks. **(8×3=24)**

- Explain the various methods that make E-mails effective.
- Explain meetings and their purposes. How do we prepare for and conduct a meeting effectively ?
- Explain the ways one can go about making his oral communication creative.
- You are the HR manager of a 1000 crore steel plant company. Draft the following letters :
 - Appointing Shri Ramesh Reddy as consultant, furnace division on a contract basis for one year. (Assume relevant details).
 - Letter informing Shri. Rama Rao of his promotion to Chief Manager's post.
- How effectively you can use photos, maps, charts and pictures in written communication ?

P.T.O.



SECTION - C

Answer **any two** of the following questions. **Each** question carries **12** marks. (12x2=24)

7. Explain the nature, relevance and utility of E-mails, facsimiles and telex messages as modern channels of communication.
8. Explain in detail the five 'W's and one 'H' of report writing.
9. Define negotiation and explain how effective communication adds to negotiation skills. Also elucidate how negotiation strategies are framed during the process of negotiation.

SECTION - D

10. Read the following case and answer the questions given at the end. **15**

The Tata Motors were in a thinking process at the level of Board of directors to move a large number of employees from Pune plant to their new Nano plant at Sanand, Gujarat. However, the secretariat staff handling the board meetings at Mumbai got a glimpse of this thinking process through one of the directors. One of the employees in the secretariat told her friends at Pune plant about the likely move by the management. In a very short span of time, all employees at Pune plant came under the impression that they all are moving to Sanand, Gujarat.

The Employees Union at Pune was also forced by the employees to take up the matter with the management. The union, in turn, took up the issue with the management and gave an ultimatum to the management with a rider of going on strike.

- a) What form of communication is responsible for the chaos that has happened ? And explain other similar forms of communication.
- b) Identify the barriers of communication in the case.
- c) What lessons do we learn from the episode ? What actions do you take as HR manager of Pune plant under the circumstances ?