



PG – 854

I Semester M.B.A. Degree Examination, Jan./Feb. 2015  
(CBCS 2014 – 15 and Onwards)

MANAGEMENT

Paper – 1.7 : Communication Skills

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following. **Each** question carries **five** marks. Answer to **each** question should **not** exceed **250** words.

(5×5=25)

1. What are the barriers to communication ?
2. Make a diagrammatic representation of the communication process and explain with examples noise and feedback.
3. What are the five W's and one H ? Use a Sales report as an example to explain each.
4. Distinguish between 'listening' and 'active listening'. What are the characteristics of a good listener ?
5. How are teams formed ? What are the characteristics of successful teams ?
6. What are the sources of conflict and methods of resolving them ?
7. Explain emotional intelligence.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **10** marks.

Answer to **each** question should **not** exceed **500** words.

(3×10=30)

8. Explain the importance of communication in business.
9. Explain the various types of non-verbal communication. What is the importance of non-verbal communication in an organizational setting ?

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10. Discuss the qualities required to be good at public speaking. What are the points to keep in mind while making a presentation using power point slides ?
11. a) What are the differences between win-win and win-loose strategy ?  
b) What negotiation tactics are used in win-win strategy ?

## SECTION – C

12. Case study (**Compulsory**).

**(1×15=15)**

Vikas purchased a refrigerator from Sunco Ltd. and is a unhappy customer. He has written a long letter to Sunco explaining the problems with poor packaging, damage to the handle, excessive noise and the poor response he has been getting from the Sales Executive.

**Question.**

- a) Write a reply to Vikas as the Marketing Manager of Sunco aimed at winning the customers confidence.
- b) Write a formal letter to the GM (HR) elaborating the need for soft skills training for sales executives and a suggested plan of action to arrange for such a training program.
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