



I Semester M.B.A. (Day) Examination, January 2009
(2007-08 Scheme)
MANAGEMENT

1.1 : Managerial Communication

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following :

(2×6=12)

1. a) What is 'communication network' of the organizations ? ✓
- b) What is meant by 'communication gateways' ? ✓
- c) Expand 5 Ws and 1 H of report writing. ✓
- d) What are included under 'body language' ? ✓
- e) What is a 'circular' ?
- f) What is the difference between hearing and listening ? ✓
- g) Mention any two essentials of letters of appointment. ✓
- h) What are the different types of business letters ?

SECTION – B

Answer **any three** of the following :

(3×8=24)

2. What is the importance of feedback in the process of communication ? ✓
3. Account for creativity in oral communications. ✓
4. How to use visuals, pictures and diagrams in written communication ?
5. Bring out the essential principles governing Email messages. ✓
6. What are the differences in style and tone between writing of minutes of meeting and action taken report ?

P.T.O.



SECTION - C

Answer **any two** of the following :

(2×12=24)

7. Explain different steps in the process of communication. Bring out their relevance in the context of contemporary business organizations.
8. Describe the contents and essentials of annual reports of companies.
9. What differentiates an effective power point presentation from not so effective one ? Assume your audience as college going students of nearly 100 in numbers.

SECTION - D

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

(1×15=15)

The Leave Applications

- Infosys, Bangalore : An employee applied for leave as follows :
“Since I have to go to my village to sell my land along with my wife, please sanction me one-week leave.”
- This is from Oracle Bangalore : > From an employee who was performing the “mundan” ceremony of his 10 year old son :
“as I want to shave my son’s head, please leave me for two days..”
- Another gem from CDAC. Leave-letter from an employee who was performing his daughter’s wedding :
“as I am marrying my daughter, please grant a week’s leave..”
- From H.A.L. Administration Dept:
“As my mother-in-law has expired and I am only one responsible for it, please grant me 10 days leave.”



- Another employee applied for half day leave as follows :

“Since I’ve to go to the cremation ground at 10’ O-clock and I may not return, please grant me half day casual leave.”

- An incident of a leave letter :

“I am suffering from fever, please declare one-day holiday.”

- A leave letter to the headmaster :

“As I am studying in this school I am suffering from headache. I request you to leave me today.”

- Another leave letter written to the headmaster :

“As my headache is paining, please grant me leave for the day.”

- Actual letter written for application of leave :

“My wife is suffering from sickness and as I am her only husband at home I may be granted leave.”

Questions :

- 1) In each of the above cases, give the intended message as well as the message evident from the letter.
 - 2) Why there is difference in messages ?
 - 3) Give your suggestions for better messages.
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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. **(2x6=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. **(3x8=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. **(2x12=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.



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?



PG – 802

I Semester M.B.A. (Day) Examination, February/March 2014
(2007-2008 Scheme)

MANAGEMENT

Paper – 1.1 : Managerial Communication

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** of the following. **Each** question carries **two** marks. **(2×6=12)**
- What is 'Communication network' ?
 - Who gives feedback to whom in oral communication ?
 - What all is included in non-verbal communication ?
 - What is 'Emotional intelligence' ?
 - Mention any four types of reports.
 - What are the two ways of writing a memo ?
 - What is the difference between a circular and a notice ?
 - What do you mean by 'Creativity' ?

SECTION – B

- Answer **any three** of the following. **Each** question carries **eight** marks. **(8×3=24)**
- How do pictures and diagrams make written communication effective ?
 - 'Listening enhances communication'. How ?
 - Draft an invitation for the inauguration of I semester MBA classes in your college.
 - Mention any five barriers of communication.
 - Write on the etiquettes of an electronic mail.

P.T.O.



SECTION – C

Answer **any two** of the following. Each question carries **twelve** marks. (12×2=24)

7. Explain in detail the process of communication between two individuals.
8. Discuss the elements and essentials of writing of an effective report.
9. Explain the DO's and DON'Ts of power point presentation.

SECTION – D

10. Read the following paragraph and prepare **five** powerpoint slides. (15×1=15)

Left-sided listening in men

Our brains are divided into four parts, and each part performs different functions and has different abilities. The *right frontal* part is best at creative tasks and ideas; the *right basal* part is responsible for feelings, intuition, compassion and interest for others. Logic and reasoning are governed by the *left frontal* part, which is responsible for abilities such as problem solving, strategic vision, leadership, and decision-making skills. The *left basal* part is best at organizing the world; sorting, arranging and filing; and keeping order and maintaining routine.

Each of us possesses the abilities governed by the four parts of the brain to some extent, but there are differences in *how much* we use each part. About 95 percent of us use some part of the brain more than others (only 5 percent of us use all the parts equally). Studies show that men tend to use more of the left part of their brain while women usually use more of the right.

Studies also suggest differences in listening in men and women. According to some research studies, men listen with only one side of their brains while women use both. Researchers have compared the brain scans of men and women and found that men mostly use the left side of their brains, the part long believed to control listening and understanding.



The question is : which is normal ? May be the normal for men is different from the normal for women. Could this be the reason why men don't like to listen to what doesn't interest them, and listen repeatedly to something they like ?

Listening in left-handed people

Right-handed people are many more in number than left-handed people on earth. But, when it comes to processing language, a higher proportion of left-handed people process language effectively, as compared to right-handed people.

Normally, people use both sides of the brain to process language. The dominant hemisphere deals with articulation and calculation, and the non-dominant part is used for abstract thinking. According to the findings of the American Academy of Neurology in Philadelphia, the United States, left-handed people may use a (dominant) part of the brain to process language which differs from their right-handed counterparts. As a result, left-handed people could have different types of intelligence. For example, a person could be the CEO of an organization and yet not have good road sense.



PG – 1120

I Semester M.B.A. Degree Examination, February 2016
(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)
- What is noise in communication ?
 - What is creativity ?
 - What is semantic gap ?
 - What is 'feedback' ?
 - What is a memorandum of association ?
 - List down any 4 'C' s of communication.
 - What are the elements contained in the prefatory parts of a technical proposal ?
 - What is encoding ?

SECTION – B

- Answer **any three** of the following. Each question carries **eight** marks. (8×3=24)
- Explain the flow of communication within an organisation.
 - What is 'organisational barrier' ? Explain them with suitable examples.
 - Examine the role of technology in business communication.
 - Explain the process of communication with the help of a neat diagram.
 - Explain the use of visual aids in communication.

P.T.O.



SECTION - C

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

7. Explain the classification and purpose of memos.
8. Explain the different kinds of reports ?
9. Discuss different parts of a technical proposal.

SECTION - D

10. Read the case and answer the questions given below :

15

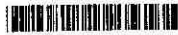
Image and Rumours at Procter and Gamble

Since the late 1970s, Procter and Gamble has been plagued by rumours connecting the company with Satanism and devil worship. The rumours have come in two cycles : from late 1981 to the end of the summer of 1982, and from the autumn of 1984 into early 1985. Procter and Gamble primarily manufactures and distributes house-hold products, including Crest toothpaste and Pampers disposable diapers. The company attributes its success to developing products based on consumers' needs and promoting these products with extensive advertising. It contacts consumers through an extensive network of toll-free telephone numbers and market research projects.

The first rumour that surfaced was that the company was owned by the Church of Satan. The 'proof' of this relationship was Procter and Gamble's hundred-year-old trademark, a quarter moon and 13 stars. Procter and Gamble was not overly concerned until late October 1981, when a second rumour began to circulate. It claimed that John Smale, President and Chief Executive, had appeared on the 'Phil Donahue Show', or a similar talk show, where he supposedly stated that he was a member of the Church of Satan, that the company contributed money to the church, and that 'there aren't enough Christians in the world to stop it'. He had never been on any such programme, of course, but the rumours also urged a boycott of all Procter and Gamble products.

Calls began flooding the toll-free telephone lines asking about the legitimacy of the rumours. Most of the calls were from retailers informing the company that some customers were returning Procter and Gamble products or asking why the goods were not being taken off the shelves. Employees were being threatened, and some had their tyres slashed.

The number of calls peaked at 15,000 in July 1982. Procter and Gamble counter-attacked by sending out a fact sheet to 48,000 churches in Southern US. This group was targeted because the rumours were being spread by fundamentalist



religious groups, mostly in the South. The company also enlisted the aid of certain members of the clergy, including Rev. Jerry Falwell, President of the Moral Majority, and Rev. Donald E. Wildmon, Chairman of the Coalition for Better Television. These clergymen issued statements discrediting the rumours and suggesting that people continue using Procter and Gamble's products. The company also obtained statements from television talk show producers confirming that no one from Procter and Gamble had appeared on their programmes. The public relations campaign dispelled the notions about the company's supposed link to the devil.

The rumours died down and the number of calls decreased to 30 or 40 a month. After the success of this counter-attack, Procter and Gamble was surprised when the number of calls suddenly jumped to 1,000 in September 1984, and then tripled to 3,000 in October.

This time the rumours concerned the company's trademark and its supposed symbolism in devil worship and Satanism. Unlike the first wave of calls, these calls seemed to come from across the country. Procter and Gamble began sending around media information kits, similar to those used previously, containing a brief history of the logo. They included letters from the producers of the television talk shows and letters from the clergymen. The company also sent a security team to track the rumour's source and to look for patterns in its transmission. They even threatened to sue anyone caught spreading the rumour.

However, by spring 1985, the problem had gotten out of control. The company was forced to change the logo, which was then 103 years old. Observers agreed that this was the right move, because hysterical rumours can outlast reasoned explanations and even lawsuits. By the time the logo had been changed, the company had spent several hundred thousand dollars on anti-rumour public relations and on extra telephone staff to handle calls on the matter.

The final result was that the company lost a historical symbol that had stood for trustworthy, reliable products to millions of consumers for over a 100 years.

Questions:

- 1) What category of communication is Procter and Gamble concerned with in this case ?
 - 2) What change, if any, would you have recommended for the company's initial strategy in 1982 to stop the rumours ?
 - 3) Were the toll-free telephone lines advantageous or disadvantageous to the company ?
 - 4) Do you agree with the decision of Procter and Gamble to change their established logo ? Justify your view.
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