



**PG – 1082**

**I Semester M.B.A. Degree Examination, February 2016  
(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. **(5×5=25)**

1. Account for the new medium of communication in contemporary organizations.
2. How will you answer questions from an audience in oral communication ?
3. Explain 5Ws and 1 H formula in case of report writing.
4. What are the essentials of a good E-mail ?
5. "The biggest problem in communication is that we do not listen to understand. We listen to reply". Discuss.
6. How will you ensure that team working is successful ?
7. Mention the criteria for judging the performance of participants in a group discussion.

**SECTION – B**

Answer **any three** of the following. **Each** question carries **ten** marks. **(3×10=30)**

8. Explain the process of communication with suitable diagram.
9. Bring out the role and contribution of non-verbal forms in adding effectiveness to oral communication.
10. Draft your resume to an organization for applying for the post of sales executive.
11. Explain the strategies and tactics for a Win-Win outcome in a business negotiation.

**P.T.O.**

## SECTION – C

This is **compulsory**. It carries **fifteen marks**.

(1×15=15)

12. Read the following case and answer the questions given at the end. Write the facts of the case as well as your suggestions and recommendations :

### **Miscommunication**

**Memo from CEO to Manager :**

Today at 11 O'clock there will be a total eclipse of the sun. This is when the sun disappears behind the moon for two minutes. As this is something that cannot be seen every day, time will be allowed for employees to view the eclipse in the parking lot. Staff should meet in the lot at ten to eleven, when I will deliver a short speech introducing the eclipse, and giving some background information. Safety goggles will be made available at a small cost.

**Memo from Manager to Department Head :**

Today at ten to eleven, all staff should meet in the car park. This will be followed by a total eclipse of the sun, which will appear for two minutes. For a moderate cost, this will be made safe with goggles. The CEO will deliver a short speech before hand to give us all some information. This is not something that can be seen every day.

**Memo from Department Head to Floor Manager :**

The CEO will today deliver a short speech to make the sun disappear for two minutes in the form of an eclipse. This is something that cannot be seen every day, so staff will meet in the car park at ten or eleven. This will be safe, if you pay a moderate cost.

**Memo from Floor Manager to Supervisor :**

Ten or eleven staff are to go to the car park, where the CEO will eclipse the sun for two minutes. This doesn't happen every day. It will be safe, and as usual it will cost you.

**Memo from Supervisor to Staff :**

Some staff will go to the car park today to see the CEO disappear. It is a pity this doesn't happen everyday.

**Questions :**

- |   |   |
|---|---|
| a) Identify and analyze the problems of miscommunication in the organization. | 5 |
| b) Who is responsible for miscommunication ?                                  | 5 |
| c) Give your suggestions to improve communication in the organization.        | 5 |



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 ?

P.T.O.



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 setting 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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