

PART - III

Attempt **all** questions :

12.5×4

- 3** Describe the process of communication, briefly explaining the barriers to effective communication.

OR

Describe the impact of electronic communication on the way organizations communicate.

- 4** Elucidate the significance of oral communication and list the principles of effective communication.

OR

Describe the concept of electronic writing and what are the principles of effective writing.

- 5** Describe the various approaches of case analysis.

OR

What is a memo and what factors should be kept in mind, for writing a good memo?

- 6** What are the various aids used in present times for enhancing presentation quality?

OR

Clearly elucidate the meanings of the terms : Meetings, Notice and Business Etiquettes.



Printed Pages : 4

MBA-018

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7108

Roll No.

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M.B.A.

(Only for the candidates admitted/Readmitted in the session 2008-09)

(SEM. I) EXAMINATION, 2008-09

COMMUNICATION FOR MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

PART - I

- 1** Attempt **all 20** parts of the following question : **1×20**

- (a) _____ communication is talking to a large number of people at the same time.
- (b) Communication carried with a large audience is known as
- (i) mass communication
 - (ii) verbal communication
 - (iii) non verbal communication
 - (iv) interpersonal communication.
- (c) Poor retention, poor listening, and semantic problems are _____ to effective communication.
- (d) _____ is changing the message (from its mental form) into symbols, that is, patterns of words/gestures/pictorial forms or signs of a specific visual or aural language.



- (e) If the communicator primarily wants to persuade the reader, then the focus should be on the _____.
- (f) The communication process begins with a _____.
- (g) A non verbal message conveyed through bodily movements is known as
- conscious movement
 - kinesics
 - leakage
 - meta communication.
- (h) Non verbal communication can be carried out through _____.
- (i) The reciprocal process of communication is more contemporary and is known as
- one way communication
 - two way communication
 - mass communication
 - symbolic communication.
- (j) Informal communication in an organization usually takes place through _____.
- (k) Intranet facilitates _____ communication.
- (l) Faxes and e-mails are means of carrying out _____ communication.
- (m) Minutes of a meeting record _____ of a meeting.
- (n) Long distance official meetings have largely been facilitated by technology and can be held by
- videoconferencing
 - sms
 - internet
 - intranet

- (o) A _____ is a written description of an actual managerial problem situation.
- (p) A memo can be issued to convey a _____ taken at a meeting.
- (q) In the _____ style, a business letter neither has a salutation nor a complimentary close.
- (r) Some barriers to effective oral communication are
- poor listening
 - poor retention
 - cognitive dissonance
 - all of the above.
- (s) A questionnaire is a set of questions written to collect maximum _____ from the respondents.
- (t) A _____ is formulated while doing research and has to be proved or disproved.

PART - II

- 2 Attempt any **two** questions from the following : **2×15**
- (a) Write a Business letter, giving justification and rationale for why an industrial order, should be awarded to your organization vis a vis your competitor.
- (b) Prepare a curriculum vitae, for submitting it to a company in order to apply for a manager's job.
- (c) Assuming the position of a marketing manager, write a letter of rejection to an employee denying his leave.

