

**Subject Code: MB914**

**MBA I Semester [R09] Regular Examinations, February 2011**

**Organizational Communication**

**Time: 3 Hours**

**Max Marks: 60**

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**Answer any FIVE questions All questions carry EQUAL marks,  
Question No:8 is compulsory(case study)**

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1. “The success of modern organization depends on the team work and communication plays a vital role in the process”. Discuss.
2. Explain Maslow’s theory of communication .Is it suitable the modern times?.
3. Discuss various soft skills to develop good personality. .Explain different techniques to face the interview effectively.
4. Explain how motivation influences interpersonal skills? Discuss.
5. What is video conferencing? Explain its importance in the modern business
6. Briefly explain how to write a negative report and explain with an example?
7. . Describe different forms of letters suitable to business and explain each of them with suitable example.
- 8. Case Study:**

Indiana Biscuits is located in an industrial area. The biscuit factory employs labor on a daily basis. The management does not follow statutory regulations, and are able to get away with violations by keeping the concerned inspectors I good books. The factory has designated room to which employees are periodically called either to hire or to fire. On the National Safety Day, the Industries Association, of which Indian Biscuits is a member, decided to celebrate collectively at a central place. Each of the members was given a specific task. The Personnel Manager, Indiana Biscuits, desired to consult his supervisors and to inform everybody through them about the safety day celebrations.

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He sent a memo requesting them to be present in the room mean for hiring and firing. As soon as the supervisors read the memo, they all got panicky thinking that now it was their turn to get fired. They started having 'hush-hush' consultations. The workers also learnt about it, and since they had a lot of scores to settle with the management they extended their sympathy and support to the supervisors. As a consequence, everybody struck work and the factory came to a grinding halt.

In the meantime, the personnel manager was unaware of the developments and when he came to know of it he went immediately and tried to convince the supervisors about the purpose of inviting them and the reason why that particular room was chosen. To be fair to the personnel manager, he selected the room because no other room was available. But the supervisors and the workers were in no mood to listen.

The Managing Director, who rushed to the factory on hearing about the strike, also could not convince the workers. The matter was referred to the labor department. The inquiry that followed resulted in all irregularities of the factory getting exposed and imposition of heavy penalties. The personnel manager was sacked. The factory opened after prolonged negotiations and settlements.

**Questions:**

- a) In the case of the Indiana Biscuits, bring out the importance of 'context' and 'credibility' in communication.
- b) List the direct and indirect causes for the escalation of tension at Indiana Biscuits.
- c) If you were the personnel Manager, what would you do?

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