

Subject Code: MB914

MBA I Semester [R09] Regular Examinations, January 2010

ORGANIZATIONAL COMMUNICATION

Time: 3 Hours

Max Marks: 60

Answer any Five Questions including Q.No 8 which is compulsory

All questions carry EQUAL marks

1. “Medium of communication dictates the effectiveness of communication” Discuss the merits, Demerits and effective utilization of written and oral communication in organizational context?
2. Explain various techniques through which empathic listening can be inculcated.
3. Write about the exchange theory and its significance in organizational context.
4. What do you understand by interpersonal communication? Discuss the impact of intrapersonal emotions on interpersonal communication.
5. What are the essentials of effective business correspondence?
6. Discuss about the parts of formal report writing in detail.
7. What is the significance of presentation skills in business? Write about the various techniques of presentation.
8. Mittal wanted to join in a banking sector as relationship manager. He received an interview call from one of the nation’s leading private sector banks. He was excited and prepared for the interview – by reading about the company’s performance and history, making a quick SWOT analysis of the bank, getting his documents ready and even practiced mock interviews with a friend who is a manager in consultancy. However the interview proved to be a night mare. It started an hour behind schedule and Mittal was kept waiting with no intimation of the changed schedule. He kept his cool and waited patiently. Finally when he was called in, he knocked firmly and entered the interview hall. The hall was huge and panel of members are sitting in the corner. The panel consisted of seven members, none of whom, according to Mittal seemed friendly and approachable. He was made to sit on a chair that seemed likely to break with the slightest jerk. He however, managed to sit, leaning forward slightly and tried to listen to the panel.

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We was then asked a barrage of questions that are irrelevant to the job and they never heard his complete answers. Even though he answered Mittal was unhappy coming out.

Questions

1. If you are the interviewer what are the corrections you make to this stress interview to make it conducive?
2. Can you suggest any improvement to Mittal's preparation as interviewee?
3. What are the basic techniques of formal interviews?