

**Subject Code: MB914**

**M B A - I Semester [R09] Regular/Supplementary Examinations, February – 2012**

**ORGANIZATIONAL COMMUNICATION**

**Time: 3 Hours**

**Max Marks: 60**

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**Answer any FIVE questions. All questions carry EQUAL marks including Q.No.8 is compulsory**

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- 1)    a) Elucidate briefly the importance of effective communication and state how would you disseminate a good news message in a corporate organization.  
      b) Discuss briefly merits of written communication
- 2)    a) Define listening and suggest measures for effective listening  
      b) Distinguish between verbal communication and Non-Verbal communication .
- 3)    a) Briefly explain formal and information communications and also elucidate which of these are more effective for getting management information.  
      b) Discuss briefly various models for inter personal communication.
- 4)    a) Define inter personal perception and discuss briefly role of emotion in interpersonal communication.  
      b) Discuss crisply various barriers for communication and how do you overcome them?
- 5)    a) Elucidate in nutshell different types of business letters and draw a candid letter declining three months credit requested by your customer  
      b) Prepare a business letter incorporating the appropriate message about relaunch of your existing product (you may assume any new product).
- 6)    a) Briefly discuss various types of business reports. Draw a sales executive business report with regarding to his/her business tour performance during last fortnight to be submitted to head office  
      b) Elucidate briefly differences between formal and informal reports.
- 7)    a) Define presentation skills and explain briefly various techniques of presentations  
      b) Discuss in nutshell types of presentations.
- 8)    Write brief notes on any three of the following
  - a)    Audio -Visual communication
  - b)    Exchange theory
  - c)    Gateways to Effective Interpersonal Communication.
  - d)    Telephone communication
  - e)    Communication etiquettes.

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