

Code: 17BA1T4

**I MBA - I Semester-Regular/Supplementary Examinations
December 2018**

MANAGERIAL COMMUNICATION

Duration: 3hours

Max. Marks: 60

SECTION-A

1. Answer the following:

5 x 2 = 10 M

- a) What is passive listening?
- b) What are the principles of feedback?
- c) What is Inter-Personal Communication ?
- d) Write about informal report.
- e) What are different types of presentation?

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) What is communication? Discuss the steps in the communication process.

(OR)

- b) Compare and contrast oral vs. written communication. List out their advantages and disadvantages .

3. a) What are communication problems of the formal organization? How it is managed?

(OR)

b) Explain about Exchange theory.

4. a) Explain inter personal communication. What is the role of emotion in interpersonal communication?

(OR)

b) What are different communication styles? Which style is more effective in case of interacting in a team?

5. a) What is the structure of a good report? Give examples of different types of reports.

(OR)

b) Write a letter to a job applicant informing him that he has been selected for the post of management trainee in an FMCG company.

6. a) What is a team presentation? Discuss its merits and demerits.

(OR)

b) In what way communication influence an interview? Give two techniques of interview.

SECTION-C

7. Case Study

1 x 10 = 10 M

A Russian entrepreneur, Yugoslav, who was building a startup in Silicon Valley, was unable to say cohesively what his startup really did. So when he was at networking events or when he presented in front of investors, he wasn't able to tell

them what he did just in a brief way. He felt that he needed to include lots of extra information and details for the picture to be complete. By the time he got down to the most important part, people had stopped listening.

He just couldn't get to the point describing his value proposition, customer relationships, and transactions or how the startup planned to make money; therefore he couldn't keep investors' attention.

Question:

Assuming Yugoslav would like to improve, how would you suggest ways and means to develop a better introduction for his startup?