

Code: 17BA1T4

I MBA - I Semester - Regular Examinations – December 2017

MANAGERIAL COMMUNICATION

Duration: 3hours

Max. Marks: 60

SECTION-A

1. Answer the following:

5 x 2 = 10 M

- a) Write a short note on the elements of silence in a communicative Framework.
- b) Write a short note on the intrapersonal communication.
- c) Explain shortly about any two barriers to effective Communication.
- d) Brief the features of a business letter.
- e) What are communication etiquettes?

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Write an essay on the Media of Communication.

(OR)

b) How do you identify that communication is free from ambiguity?

3. a) Discuss the elements of Interpersonal communication in a business environment.

(OR)

b) Credibility of communication can be ensured with 7 (more) Cs. Justify.

4. a) Explain the models of interpersonal communications.

(OR)

b) What are barriers to communication? Explain in detail.

5. a) Discuss the Essential features of effective business Correspondence with special reference to the technology enabled communication.

(OR)

b) Distinguish between formal and informal reports. What do You think are the salient features of good formal report?

6. a) Write a note on the techniques of effective Presentation skills.

(OR)

b) Compile an essay on the communicative etiquette related to an interview.

SECTION-C

7. Case Study

1x10=10 Marks

Motilal & Co., a leading garment manufacturing and exporting firm has received a letter of complaint from one of its U.K. clients stating that none of the materials received recently were properly folded and ironed. Further the client indicated their dissatisfaction and decline to further continue with the business tie-up in the

future. The client is in the most important and profitable list of customers for Motilal & Co.

- a) Draft a letter to the U.K. client, pacifying them and assuring the best of services in the future.

- b) Also prepare an internal communication to the Manager of the concerned department asking for an immediate explanation.