

Code: 17BA1T4

**I MBA - I Semester-Regular/Supplementary Examinations
January 2020**

MANAGERIAL COMMUNICATION

Duration: 3hours

Max. Marks: 60

SECTION-A

1. Answer the following:

5 x 2 = 10 M

- a) Define Silence.
- b) Define Intrapersonal communication.
- c) Assertiveness in communication.
- d) What are persuasive reports?
- e) Define seminar.

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Describe the barriers in effective communication.

OR

- b) What are the strategies which would help in developing effective Listening?

3. a) Differentiate between interpersonal and Intra personal communication.

OR

- b) Discuss any two models of Interpersonal communication.

4. a) Briefly explain sequential and parallel communication with examples

OR

b) Emotional stability leads to effective communication-evaluate.

5. a) Evaluate the essentials of business correspondence.

OR

b) Discuss about different types of Reports.

6. a) Prepare a Schedule for conducting an interview.

OR

b) Explain the features of a good presentation.

SECTION-C

7. Case Study

1 x 10 = 10 M

IDONESIA AIR ASIA FLIGHT GOES MISSING

On December 28, 2014, the Indonesia Air Asia QZ8501 flight took off from Juanda International Airport in Surabaya after 5:30am. At 6.12am, one of the pilots communicated through the radio with the air traffic control requesting permission to climb from 32000 feet to 38000 feet and to turn towards left to avoid bad weather. The air traffic control permitted the pilot to turn but not to increase altitude. At 6.18 am, the air traffic control observed that the plane had disappeared from the radar. By 7:55 am, it was officially confirmed that the flight had gone missing and was reportedly last seen flying over the Java Sea.

On December 29, 2014, with the flight having missed the landing schedule at the Singapore airport, Search and

Rescue(SAR) operations were activated by BASARNAS. The Singapore air force and the navy also used two C-130 planes to hunt for the missing aircraft.

Soon after Fernandes got to know about the missing flight, he posted on Twitter, “as your group CEO will be there through these hard times. We will go through this terrible ordeal together.” In another message, he said, “be strong. Continue to be the best. Pray hard”. Three hours later, he was on his way to Surabaya and said, “my only thoughts are with the passengers and my crew. We put our hope in the SAR operation and thank the Indonesia, Singapore, and Malaysia governments.

On December 30, 2014, Indonesia Air Asia confirmed that debris found floating on the Java Sea was wreckage belonging to the crashed Indonesia Air Asia flight and said, “Air Asia Indonesia regrets to inform that the National Search and Rescue Agency Republic of Indonesia today confirmed that the debris found earlier today is indeed from QZ8501, the flight that had lost contact with air traffic control on the morning of 28th, December 2014. The debris of the Aircraft was found in the Karimata Strait around 110 nautical miles south west from Pangkalan Bun.

After announcing that the Indonesia Air Asia flight had crashed into the Java Sea, Fernandes apologized to the families of the passengers and crew for the loss of their loved ones and said that he would honor Indonesia Air Asia' obligation to them, including by paying compensation. Addressing the media, Fernandes said, “We are prepared, and we will not be running away from any of our obligations.”

Some experts opined that Fernandes and the Indonesia Air Asia team had been exemplary in their communication all through

the crisis. They said that Indonesia Air Asia clearly had a crisis plan in place that was articulated. Some analysts said that Fernandes and his team had demonstrated clear, action-led leadership. They felt that there was accurate and frequent communication and an authentic, heartfelt compassion that was often missing among market driven CEOs. Though experts praised Indonesia Air Asia for handling the crisis, they cautioned that it had a long way to go before it could put the disaster behind it. There could be a falloff in passengers from Indonesia, since most of the victims hailed from the country. Being the biggest economy in Southeast Asia, Indonesia was an important market for Indonesia Air Asia.

The 2007 ban by EC that prevented Indonesian Airlines from the EU airspace encouraged the latter to make significant improvements in safety. The results of this exercise were seen when the EC lifted the ban in 2009. However, in May 2014, the CAO of Indonesia found that Indonesian airlines were performing below 40 percent in 5 out of the 8 safety categories and below the global average in all categories. Commenting on the ratings by the CAO, Herry Bakti Gumay, the director general of civil aviation, said, “We have addressed 80-90 percent of issues on the ICAO’s compliance checklist, including the number of inspectors, air traffic controllers, and safety regulations.”

- a.) Analyze the process of communication during crisis adopted by Air Asia.
- b) Identify the key issues and suggest suitable remedial measures to be taken.