

Code: 17BA1T4

**I MBA - I Semester-Regular/Supplementary Examinations
July 2021**

MANAGERIAL COMMUNICATION

Duration: 3 hours

Max. Marks: 60

SECTION-A

1. Answer the following:

5 x 2 = 10 M

- a) Role of audio visual aids in communication.
- b) Process of formal communication.
- c) Factors affecting interpersonal relations.
- d) Layout of business letter.
- e) Video conferencing.

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Define the term “Communication” and highlight its importance in Business.

OR

b) Discuss the difference between verbal and non verbal communication.

3. a) Explain in detail about Exchange theory of communication.

OR

b) Discuss the role of Technology in Formal communication.

4. a) Evaluate the measures to be taken for ensuring effective communication in an organization.

OR

b) Examine the role of emotions in interpersonal communication.

5. a) Analyze the essentials of telephonic etiquette.

OR

b) Discuss the layout of an effective report.

6. a) Explain the significance of making an effective presentation in today's world.

OR

b) Describe different types of interviews.

SECTION-C

7. Case Study

1 x 10 = 10 M

In 2006, when OP Bhatt (Bhatt) was appointed Chairman of India's leading bank State Bank of India (SBI), the bank was confronting a host of problems. Though it was the market leader, it was facing tough competition from private players such as ICICI Bank, HDFC Bank, etc. It was looking at a steady erosion in market share and its growth was slower than that of its competitors. Its ranking in the list of top global banks was also slipping. The company was unable to attract young or affluent customers and its brand image was perceived to be old and staid. The top management team led by

Bhatt recognized the need for a transformation. They identified areas that needed to be transformed and communicated the new transformation agenda to all the people in the organization.

The top management realized that to achieve the transformation they sought, getting the grassroots level employees on board was extremely important. So a massive internal communication initiative called Parivartan (which means transformation/change) was launched.

The initiative was aimed at obtaining the support and acceptance of employees for the change initiatives undertaken by the bank, and explaining to them why change was necessary. The project also sought to bring about a change in the attitude and approach of the employees and to help them develop a more customer-centric approach. According to SBI, the program succeeded in achieving its objective. Industry observers too appreciated the initiative and said that Bhatt had succeeded in changing the employees' approach to work, which in turn, had led to the bank performing well and maintaining its market leadership position in the Indian banking sector.

- i) Describe the issues and challenges in communicating a change initiative undertaken by SBI.
- ii) Why do you think Parivartan internal communication initiative yielded results?