

VTUI MODEL QUESTION PAPER - CBCS SCHEME

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20MBA16

First Semester MBA Degree Examination,...../.....2021 Managerial Communication

Time: 3 hrs.
Marks: 100

Max

Note: 1. Answer Any Four Questions from Q.No.1 to Q.No. 7.

2. Question No. 8 is Compulsory.

1. a. Define communication. (03Marks)
b. Explain the various negotiation strategies. (07Marks)
c. Discuss the 3X3 writing process of business communication. (10Marks)
2. a. What is interview? (03Marks)
b. Explain the factors effecting media choices. (07Marks)
c. "Nonverbal communication speaks louder than words". Comment. (10Marks)
3. a. What is online presentation? (03Marks)
b. "Pen is mightier than sword". Explain the statement, elaborating the strengths of written communication. (07Marks)
c. Discuss in detail the process of communication. (10Marks)
4. a. What is conflict? (03Marks)
b. Describe the different types of visual used for business presentation. (07Marks)
c. Write a complaint letter to the sales manager of M/S Ramoji Electronics Ltd., Delhi from M/S Suresh Electronics, Agra about received damaged electronics goods. (10Marks)
5. a. What is listening? (03Marks)
b. Elaborate on the barriers in effective communication. (7Marks)
c. Write a job application letter to the Personnel Manager, Jai Jawan Company, Nashik in response to an advertisement in 'Bhuvan' daily newspaper for the post of Welfare Officer. (10Marks)
6. a. What is a case? (03Marks)
b. Explain the different formal communication channels in an organization. (7Marks)
c. Your college wishes to setup a new computer lab & needs to buy 50 computers. Write a letter of enquiry to Saraswathi Computers enquiring price & other details. (10Marks)
7. a. What is interview? (03Marks)
b. Discuss the types of reports. (07Marks)
c. Elaborate on the 10 steps in pitching. (10Marks)

8. Case Study:

David is a 35 year old who is a foodservice manager at a casual dining restaurant. He is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language.

Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and hand washing, time/temperature and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day.

One day David comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to search through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs haircut and good hand scrubbing especially after working on his car last evening. When he walks into the kitchen he notices several cups of cream cakes out in the kitchen area. It appears these have been sitting at room temperature for quite some time. David is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety.

David has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS and OFTEN. All employees are given a thermometer when they start so that they can temp food. Hand sinks, soap and paper towels are available for employees so that they are encouraged to wash their hands frequently.

Questions:

1. What are communication barriers David faces? **(05Marks)**
2. What are the areas David should improve on him to be a role model for his staff? **(05Marks)**
3. What are some ways David might use effective communication as a motivator for employees to follow safe food handling practices? **(5Marks)**
4. How can David overcome the challenges he faces? **(5Marks)**

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20MBA16

First Semester MBA Degree Examination,...../.....2021

Managerial Communication

Time: 3hrs.

Max.Marks:100

Note: 1. Answer any four full questions from Q1 to Q7.

2. Question No.8 is compulsory.

- 1 a. Define communication. (03 Marks)
b. Discuss the 3X3 writing process for business communication. (07 Marks)
c. Explain the process of case analysis. (10 Marks)
- 2 a. What is an Agenda? (03 Marks)
b. Explain the various types of interviews? (07 Marks)
c. Discuss the different types of Non-verbal communication. (10 Marks)
- 3 a. What is pitching? (03 Marks)
b. Explain the 7C's of successful communication. (07 Marks)
c. SLN cosmetics Ltd. has advertised for the post of Management Trainee. Draft a covering letter and CV to apply for this post. (10 Marks)
- 4 a. What is dead lock in Negotiation? (03 Marks)
b. Explain the principles of oral communication. (07 Marks)
c. Explain the different barriers of communication. (10 Marks)
- 5 a. What is the purpose of writing? (03 Marks)
b. What steps you will take for preparing and delivering a presentation of a sales forecast to the Board Of Directors? (07 Marks)
c. Discuss the impact of technological advancement on business communication. (10 Marks)
- 6 a. What is Employment Interview? (03 Marks)
b. Discuss the common reasons for holding of the meetings. (07 Marks)
c. Draft a memo as a MD of an organization to the various department heads regarding ban on cigarette smoking. (10 Marks)
- 7 a. What are persuasive letters? (03 Marks)
b. What is blog? Briefly explain the steps involved in creating a blog. (07 Marks)
c. Explain the process of 2way communication with neat diagram. (10 Marks)
8. Case Study [Compulsory]
SLN garments, a medium sized family concern, started as a small company in Bangalore. In a span of 10 years, the company had recorded an annual sales turnover of over Rs.200 crores, with over 4000 employees, in the 3 different manufacturing locations in Karnataka,

with a wide dealer network. However, as the company grew from a small to large one, the company CEO, Mr.Sai, felt that the communication was suffering. This feeling was justified when Mr.Sai had observed a decline in productivity and an increase in rejection rate. Mr.Sai thought that the company was losing its “small company” spirit where, it had more control over its production and marketing operations.

Upset by his inability to meet the requirements on time, he had shot off letters to his GM-production, Manager-supplies and marketing manager, asking them to work as a team, put in greater effort and plan their work. The recipients of these letters, in turn, sent somewhat similar letters to their supervisory and marketing field staff, stationed at various locations. However, the situation did not improve. Mr.Sai felt that he had lost touch with the employees, down the line. Therefore, he hired the services of a management consultancy firm, to study the situation and report to him.

Questions:

- a. What do you think are the company’s real communication problems? **(05 Marks)**
- b. What are the alternative ways in which the communication can be established in the company? **(05 Marks)**
- c. How can the company get better commitment from its employees to improve the situation? **(05 Marks)**
- d. If you are hired as a consultant, what will be your suggestions to Mr.Sai to improve the communication? **(05 Marks)**
