



I Semester M.B.A. (Day) Examination, January 2009

(2007-08 Scheme)

MANAGEMENT

1.1 : Managerial Communication

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following :

(2×6=12)

1. a) What is 'communication network' of the organizations ?
- b) What is meant by 'communication gateways' ?
- c) Expand 5 Ws and 1 H of report writing.
- d) What are included under 'body language' ?
- e) What is a 'circular' ?
- f) What is the difference between hearing and listening ?
- g) Mention any two essentials of letters of appointment.
- h) What are the different types of business letters ?

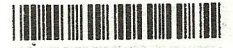
SECTION – B

Answer **any three** of the following :

(3×8=24)

2. What is the importance of feedback in the process of communication ?
3. Account for creativity in oral communications.
4. How to use visuals, pictures and diagrams in written communication ?
5. Bring out the essential principles governing Email messages.
6. What are the differences in style and tone between writing of minutes of meeting and action taken report ?

P.T.O.



SECTION - C

Answer any two of the following :

(2×12=24)

7. Explain different steps in the process of communication. Bring out their relevance in the context of contemporary business organizations.
8. Describe the contents and essentials of annual reports of companies.
9. What differentiates an effective power point presentation from not so effective one? Assume your audience as college going students of nearly 100 in numbers.

SECTION - D

10. Read the following case and answer the questions given at the end :

(1×15=15)

The Leave Applications

- Infosys, Bangalore : An employee applied for leave as follows :

“Since I have to go to my village to sell my land along with my wife, please sanction me one-week leave.”

- This is from Oracle Bangalore : > From an employee who was performing the “mundan” ceremony of his 10 year old son :

“as I want to shave my son’s head, please leave me for two days..”

- Another gem from CDAC. Leave-letter from an employee who was performing his daughter’s wedding :

“as I am marrying my daughter, please grant a week’s leave..”

- From H.A.L. Administration Dept:

“As my mother-in-law has expired and I am only one responsible for it, please grant me 10 days leave.”



- Another employee applied for half day leave as follows :

“Since I’ve to go to the cremation ground at 10’ O-clock and I may not return, please grant me half day casual leave.”

- An incident of a leave letter :

“I am suffering from fever, please declare one-day holiday.”

- A leave letter to the headmaster :

“As I am studying in this school I am suffering from headache. I request you to leave me today.”

- Another leave letter written to the headmaster :

“As my headache is paining, please grant me leave for the day.”

- Actual letter written for application of leave :

“My wife is suffering from sickness and as I am her only husband at home I may be granted leave.”

Questions :

- 1) In each of the above cases, give the intended message as well as the message evident from the letter.
- 2) Why there is difference in messages ?
- 3) Give your suggestions for better messages.