



I Semester M.B.A. (Day) Examination, January 2010
(2007-08 Scheme)
MANAGEMENT

Paper – 1.1 : Managerial Communication

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following. Each question carries **two** marks. (2×6=12)

1. a) Define communication.
- b) What is a circular ?
- c) What is the importance of feedback ?
- d) What are “minutes of a meeting” ?
- e) List out any four barriers to communication.
- f) What is the importance of “reports” in the corporate world ?
- g) Define “listening”.
- h) What is a “Telex” ?

SECTION – B

Answer **any three** of the following : (3×8=24)

2. What are the four main functions of a business letter ?
3. Distinguish between informative and investigative report and explain the characteristics of a good report.
4. Discuss the ways in which a person can learn the “Art of listening”.
5. Discuss the drastic changes in the field of Business Communication with the introduction of new age electronic devices.
6. You are the Vice-President of Philips, you have been asked to make a presentation of your products and how they have impacted the lives of your customers. What are the 5 W's and 1 H of presentation skills as well as the audience analysis you will consider to structure your presentation at the ‘Climate change summit’ ?

P.T.O.



SECTION - C

Answer **any two** of the following :

(2×12=24)

7. Explain the communication process with a diagram.
8. Explain the two types of minutes. While drafting the minutes of the meeting, what are the ten points one should consider to make it effective ?
9. "Sales letters are to be written in such a way that they resist and defy the waste paper basket and get themselves read and heeded". Justify this statement with a suitable illustration.

SECTION - D

10. Read the following case and answer the questions given at the end : (1×15=15)

You are the "General Secretary" of the "International Students Federation". The recent recession is a major concern for the students and corporates world over. In this scenario, your federation has decided to organise an International conference on the most sought after topic, "World Economy – learnings from the past, present trends and planning for the future". You have planned to conduct the conference during the second week of February 2010, at the Palace Grounds in Bangalore. You are expecting eminent economists and management gurus for the various sessions for three days. You are also expecting around 2000 delegates from all over the world. You are setting up world class facilities at the venue, arranging for travel and accommodation for the world renowned economists and management gurus. You are also providing local hospitality to them, as well as the delegates.

- a) Draft a letter of invitation to the eminent economists and management gurus, providing the details of the conference, dates, timings, their travel, stay, compensation, their presentation slot, and the contact person for co-ordination and request their confirmation.
- b) Draft a letter to the delegates, promoting the conference, highlighting the benefits, the delegate fees and the last date for registration.
- c) Draft a press release for the media to do a (pre-conference) curtain raiser.