



I Semester M.B.A. (Day) Examination, March 2011
(2007-08 Scheme)

Management
Paper - 1.1 : MANAGERIAL COMMUNICATION

Time : 3 Hours

Max. Marks : 75

SECTION - A

(2×6=12)

Answer **any six** of the following. **Each** question carries **two** marks.

1. a) What is managerial communication ?
- b) Outline the process of communication.
- c) What is feedback ?
- d) List a few facial expressions.
- e) Why visual aids are important ?
- f) List important segments in a business letter.
- g) What do you mean by 7 C's ?
- h) What is dyadic communication ?

SECTION - B

(3×8=24)

Answer **any three** of the following. **Each** question carries **eight** marks.

2. Discuss five modern means of communication.
3. Explain the aspects of communication network.
4. Explain the barriers to communication.
5. Write the strategies for improving the listening skills.

P.T.O.



SECTION - C

(2×12=24)

Answer **any two** of the following. **Each** question carries **12** marks.

6. Explain the various types of oral communication of managerial communication.
7. Describe the managers role in external communication.
8. Infomedia plays a very important role in positioning. Explain.

SECTION - D

(1×15=15)

9. Read the following case and answer the questions given at the end.

A Software company is on a fast track hiring several thousands of new employees. They have been in business for over 10 years and so, have many senior middle level managers. A new HR manager has been appointed. He is a MBA. He wants to issue new appointment letters to all the employees.

- a) Write a typical appointment letter for a trainee (non-MBA).
- b) Write a typical appointment letter for a new MBA qualified executive and
- c) Write a typical appointment letter for promoting a senior manager.

(2×8=16)

SECTION - B

P.T.O.