



I Semester M.B.A. (Day) Examination, February/March 2014
(2007-2008 Scheme)

MANAGEMENT

Paper – 1.1 : Managerial Communication

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** of the following. **Each** question carries **two** marks. (2×6=12)
- What is 'Communication network' ?
 - Who gives feedback to whom in oral communication ?
 - What all is included in non-verbal communication ?
 - What is 'Emotional intelligence' ?
 - Mention any four types of reports.
 - What are the two ways of writing a memo ?
 - What is the difference between a circular and a notice ?
 - What do you mean by 'Creativity' ?

SECTION – B

Answer **any three** of the following. **Each** question carries **eight** marks. (8×3=24)

- How do pictures and diagrams make written communication effective ?
- 'Listening enhances communication'. How ?
- Draft an invitation for the inauguration of I semester MBA classes in your college.
- Mention any five barriers of communication.
- Write on the etiquettes of an electronic mail.



SECTION - C

Answer **any two** of the following. **Each** question carries **twelve** marks. (12×2=24)

7. Explain in detail the process of communication between two individuals.
8. Discuss the elements and essentials of writing of an effective report.
9. Explain the DO's and DON'Ts of power point presentation.

SECTION - D

10. Read the following paragraph and prepare **five** powerpoint slides. (15×1=15)

Left-sided listening in men

Our brains are divided into four parts, and each part performs different functions and has different abilities. The *right frontal* part is best at creative tasks and ideas; the *right basal* part is responsible for feelings, intuition, compassion and interest for others. Logic and reasoning are governed by the *left frontal* part, which is responsible for abilities such as problem solving, strategic vision, leadership, and decision-making skills. The *left basal* part is best at organizing the world; sorting, arranging and filing; and keeping order and maintaining routine.

Each of us possesses the abilities governed by the four parts of the brain to some extent, but there are differences in *how much* we use each part. About 95 percent of us use some part of the brain more than others (only 5 percent of us use all the parts equally). Studies show that men tend to use more of the left part of their brain while women usually use more of the right.

Studies also suggest differences in listening in men and women. According to some research studies, men listen with only one side of their brains while women use both. Researchers have compared the brain scans of men and women and found that men mostly use the left side of their brains, the part long believed to control listening and understanding.



The question is : which is normal ? May be the normal for men is different from the normal for women. Could this be the reason why men don't like to listen to what doesn't interest them, and listen repeatedly to something they like ?

Listening in left-handed people

Right-handed people are many more in number than left-handed people on earth. But, when it comes to processing language, a higher proportion of left-handed people process language effectively, as compared to right-handed people.

Normally, people use both sides of the brain to process language. The dominant hemisphere deals with articulation and calculation, and the non-dominant part is used for abstract thinking. According to the findings of the American Academy of Neurology in Philadelphia, the United States, left-handed people may use a (dominant) part of the brain to process language which differs from their right-handed counterparts. As a result, left-handed people could have different types of intelligence. For example, a person could be the CEO of an organization and yet not have good road sense.