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**First Semester M.B.A. Degree Examination, February 2019  
(CBCS Scheme)  
MANAGEMENT**

**Paper – 1.7 : Communication Skills**

Time : 3 Hours

Max. Marks : 70

**Instruction : Answer all the Sections.**

**SECTION – A**

Answer **any five** of the following. Each question carries **five** marks. (5×5=25)

1. Define 'Kinesics'. What are its various elements ?
2. Differentiate between oral communication and written communication.
3. What is Audience Research ? How does it help in effective communication ?
4. Explain five Ws and one H of report writing.
5. Point out the features of good listening.
6. Describe the various elements of an effective Business letter.
7. What do you mean by participative negotiation ? How does it benefit both the parties in the negotiation ?

**SECTION – B**

Answer **any three** of the following, each question carries **ten** marks. (3×10=30)

8. Explain the different Barriers to communication process. What are ways to overcome these Barriers ?
9. Briefly explain the different forms of communication network in an organisation.

P.T.O.



10. Below is an advertisement which appeared in a newspaper for the post of an Business Data Analyst.

Spark is a reputed automobile company in Chennai. The company is looking for smart, talented and dynamic MBA graduates with Research knowledge.

Suppose you are Arvind, Draft an job application along with the Resume for the above job.

11. Describe the stages of development of a team. What are the features of an effective team ?

### SECTION – C

Case study (**Compulsory**).

(15x1=15)

12. After passing out from the top Business school, Amit started considering a career in corporate communication. The first assignment he recieved was from a large company which was going through financial crisis and wanted to introduce cost cutting measures. The company decided to cut down special allowances, cancel free canteen facility, holding back the festive bonus and might require laying off the employees. The CEO of the company has already wrote to the employees about the financial decisions which made the employees very disappointed and angry. Amit was asked to work on communication strategies for the company so that the employees might appreciate the difficulty and accept these decisions. He has advised for a long term engagement with the employees than telling them about the problems all at once. This involved in regular communication about the challenges the company faces and CEO meeting the employees of each department separately. A personalised letter should be sent by the CEO to the employees who are affected by the reduction in financial packages and separate letter for those who might loose their job. Those who might loose their job should be given a good package to compensate the job loss.

- If you were the CEO of the company, would you take the advice of Amit ? Give reasons for your decision.
  - Draft a personalised letter to those employees who might loose their job to inform them about the difficulties faced by the company.
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