(b) Madhusugar Fruit Canning Company, Hyderabad, proposes to open a branch factory in Goa in order to take advantage of the different variety of fruits available in the region. A sub-committee of Directors has been appointed to examine the feasibility of the proposal. Write the report recommending a suitable location for the factory.

PART—III   (12·5×4=50)

3. "Communication means sharing of understanding between people." Explain the statement and discuss the role of feedback in communication.

OR

Briefly explain the seven C's of effective communication.

4. Examine the importance of body language in the oral communication. What effective measures should be taken to make the oral communication more understandable ?

OR

"For effective writing, concrete and forceful words should be used." Comment.

5. List and explain the essentials of a good business letter.

OR

What are the important characteristics of a good business report ? What precautions would you take while planning for writing a business report ?

6. Clearly elucidate the meanings of the terms :

Meetings, Press release and Business Etiquettes.

OR

What are the various aids used for giving a presentation ?

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(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7108   Roll No.

MBA018

M.B.A.

(SEM. I) ODD SEMESTER THEORY EXAMINATION 2010-11

COMMUNICATION FOR MANAGEMENT

Time : 3 Hours   Total Marks : 100

Note :—Attempt all questions.

PART—I

1. Objective type questions :—   (1×20=20)

(a) Surveys, suggestion boxes and employees newsletters are considered to be _____ type of communication.

   (i) Downward   (ii) Upward

   (iii) Grapevine   (iv) Lateral

(b) Which of the following most clearly fits into the category of being a "most lean" media form of communication ?

   (i) Teleconferencing   (ii) Face-to-face contact

   (iii) Bulletin boards   (iv) Voice mail

(c) Which element of listening process is a form of feedback ?

   (i) Filtering   (ii) Hearing

   (iii) Responding   (iv) Remembering

(d) Which one is a disadvantage of written communication ?

   (i) Informal   (ii) Economical

   (iii) Cannot be distorted (iv) Record can be kept

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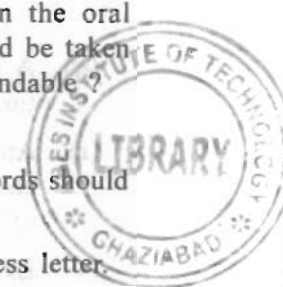
(e) Which one is not an optimal part of business letter ?

    (i) Salutation   (ii) Attention line

    (iii) Enclosure notation (iv) Copy notation

(f) Which part of the report provide practical and viable proposals and may offer solutions to problems investigated in the report ?

    (i) Recommendations (ii) Conclusions

    (iii) Methodology   (iv) Summaries

(g) Which type of case describes an event or process factually, and the information is fairly, highly structured to illustrate the situation ?

    (i) Iceberg case   (ii) Head case

    (iii) Illustrative case   (iv) Dialogue case

(h) The official records of discussions held and decisions taken at a meeting are called _____.

(i) A _____ is a short piece of writing generally used by the officers of an organisation for communicating among them.

(j) Meaningless words or sounds that are used to punctuate or pace sentences are called _____.

(k) Communication is the means by which the act of _____ is accomplished.

(l) _____ is the study of body language and facial expression.

(m) _____ cases describes the application of a management technique or describes a situation in which the student can apply some known techniques.

(n) In order to involve the audience with the topic of presentation, the speaker should :

    (i) Include a statement of his/her central idea in the introduction.

    (ii) Tell the audience what he/she is going to talk about.

    (iii) Show the audience how the topic affects them directly.

    (iv) Use a diagram.

(o) Which one of the following is a part of principles of successful oral communication ?

    (i) Brevity   (ii) Clarity

    (iii) Sequences   (iv) All of the above

State True or False :—

(p) In order to achieve desired objectives, the sender and the receiver must share common understanding.

                                      (True/False)

(q) A sales letter is a straight forward written message that asks an individual to buy something. (True/False)

(r) An oral presentation is a one-way communication process characterised by the formal and structured presentation of a message.   (True/False)

(s) Executive decisions in the professional world may be based on reports.   (True/False)

(t) The process of communication begins when the sender converts the idea into words or gestures. (True/False)

PART—II

Attempt both the parts :—   (15×2=30)

2. (a) Reply to the following advertisement appearing in the Tribune of the 13th March, 1978 :

    "Wanted—A computer operator for our office. Must be at least a graduate in Computer Science. Preference will be given to one knowing Book-keeping and Hindi. Apply to the Manager, Ramkrishna Stores, Kerala, stating the minimum salary acceptable."