

Printed Pages : 4

1033/1037

MBTM-017/NMBA-017

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

Paper ID : 270107

Roll No.

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MBA

(SEM. I) THEORY EXAMINATION, 2015-16

COMMUNICATION FOR MANAGEMENT

[Time:3 hours]

[Total Marks:100]

Attempt **all** Sections.

PART-I

1. Attempt **all** parts of the following: (2×10=20)
 - (a) As a interviewer what perceptual error we should try to avoid during an interview.
 - (b) Explain diagrammatically the horizontal pattern of communication in a business enterprise.
 - (c) Give four examples of informational reports.
 - (d) Would you advise selective attention for a manager? Explain.
 - (e) "Listening is the cornerstone of effective communication." Elucidate.

- (f) As a manager, explain how would you use information technology for making communication effective.
- (g) State Full Block form of layout of business letter.
- (h) State the considerations regarding choice of words in writing messages.
- (i) How does correct body language depict positive attitude?
- (j) As a professional what are the various email do's and don'ts you would adhere to when transmitting message through email.

PART-II

Attempt **any five** of the following: (10×5=50)

- 2. With the help of suitable examples explain what are various barriers to communication? As a manager what measures you would use to overcome them.
- 3. Suggest practical guidelines which should be followed by an individual for taking an effective part in group discussion?
- 4. Elucidate on the concept of a business report? Discuss the purpose and the types of business reports.
- 5. Write an enquiry letter to Mahima Cloth Centre, Allahabad on behalf of Amit Cloth, Dehradun regarding various types of cloth.

- 6. Enumerate the etiquettes you will observe as a host when you invite clients over business meals.
- 7. When giving a presentation, what are the techniques you would use for gaining and keeping audience attention?
- 8. Critically evaluate the role of Social media as a tool to spread information among people by organisation.
- 9. Enumerate on the various elements of corporate communication.

PART-III

Case Study:

(10×3=30)

You are the General Manager of a large company. After an extensive study of operations, you approved the installation of new machines and a new scheduling system. This investment was expected to result in substantial increase in the productivity and decrease in manufacturing costs. To the surprise of everyone, the productivity has not increased as expected. In fact, productivity has dropped, quality has fallen off and workers' complaints have increased after the installation of new machines.

The representatives of the machine suppliers have thoroughly checked the operations in plant and are satisfied that the plant should operate at peak efficiency. You have reason to believe that new scheduling system may be the subordinates

insist that the new scheduling system is cluprit. But your immediate is operating as intended. Some believe that the drop in productivity is entirely due to workers' psychology. Others feel that lower productivity is caused by a combination of factors such as poor training, poor supervision, lack of financial incentives and poor morale.

Your President called you in the morning and reviewed your production figures for the last quarter. He is concerned that the problem was yours and you and you should resolve this problem without further delay.

Questions:

10. What are the issues in the case?
11. Do you agree with the General manager's approach in introduction of change in the organisation? Give reasons for your answer.
12. As the General manager, what steps will you take to resolve the problem?

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