

XV-101

010-003106

**M.B.A. (CBCS) Sem.-I Examination
January-2015
Dept. of Business Management
Managerial Communication - 10106**

**Faculty Code : 010
Subject Code : 003106**

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions are compulsory.

1. Explain the following terms : (any 7) 14
- (1) Types of Interview.
 - (2) Differentiate : Summer Project & Technical Report.
 - (3) Meta – communication.
 - (4) Differentiate : Formal Negotiation & Informal Negotiation.
 - (5) Memorandums
 - (6) Executive Summary
 - (7) Differentiate : CV & Resume.
 - (8) Group Discussion.
 - (9) Conflict Management
2. (a) Do you accept that perfect communication is just an assumption and not a practical possibility ? Give reasons for your argument. 7
- (b) Explain : Principles of Effective writing. 7
- OR**
- (a) Differentiate : Essay V/s Report V/s Journal.
- (b) Seven C's of Communication with appropriate examples.
3. "Each individual contributes to the organization's image and should know how to conduct himself or herself as a representative of the organization" – Elaborate. 14
- OR**
- Explain the different components of the summer project report with example.
4. (a) Do you believe that you can negotiate anything ? Point out any exceptions to this claim. 7
- (b) A presentation is often the result of team work. How is the work of different team members coordinated and presented as a single, well organized presentation ? 7
- OR**
- (a) It is necessary to write an application letter with a CV ? Why ?
- (b) Discuss : Factors that adversely affect listening.

5. Mr. Sinha was an MBA. He is being interviewed for the position of management trainee at a reputed company. The selection committee is chaired by the vice-president. Mr. Sinha's interview was as follows :

Committee : Good Morning.

Mr. Sinha : Good Morning.

Chairperson : Please take a seat.

Mr. Sinha : Thank you (Sits down at the edge of the chair. Keeps his portfolio on the table.)

Chairperson : So, Mr. Sinha, I can see that you have finished your MBA with a first division.

Mr. Sinha : Yes madam.

Chairperson : Why do you want to work in our organization ?

Mr. Sinha : Your company has a very good reputation in the industry.

Committee Member : This job is considered to be quite stressful. Do you think you can manage the stress involved ?

Mr. Sinha : Yes, I think there is too much talk about stress these days. Sir, would you tell me more clearly what you mean by stress ?

Committee member : What do you think are your strengths ?

Mr. Sinha : Sir, who am I to boast about my strengths ? You should tell me my strengths.

Committee member : What are your weaknesses ?

Mr. Sinha : I become angry too quickly.

Committee member : Do you want to ask us any questions ?

Mr. Sinha : Yes, Sir. I was wondering what future opportunities there are for someone who starts as a management trainee.

The committee member tells Mr. Sinha the typical career path for those starting as management trainees. The chairperson then thanks Mr. Sinha. Mr. Sinha promptly says in response, "You are welcome", and then exits the room.

Questions to Answer :

- (1) Do you find Mr. Sinha's responses to the questions effective ? Give reasons for your view on each answer given by Mr. Sinha.
- (2) Write out the responses that you consider most effective to these questions.
- (3) Mr. Sinha has observed the norms of respectful and polite behaviour, but do you think something went wrong in his case ? Account for your general impression of Mr. Sinha's performance at the interview.