



I Semester M.B.A. Examination, July 2023
(CBCS) (Repeaters)
(2014 – 2015 and Onwards)
MANAGEMENT
Paper – 1.7 : Communication Skills

Time : 3 Hours

Max. Marks : 70

SECTION – A

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

1. Why is effective communication important in business ?
2. Discuss the important tips for delivering an effective public speech.
3. What are the "Five W's and one H" of report writing and why are they important ?
4. Explain the different types of listening.
5. Explain the advantages and disadvantages of teamwork in organizations.
6. How can cultural differences impact conflict resolution in organization ?
7. Differentiate between oral and written communication with suitable example.

SECTION – B

Answer **any three** out of the following questions. **Each** question carries **10** marks.

(10×3=30)

8. What is a communication network ? Explain the different types of communication networks.
9. Discuss the common barriers to effective oral communication. How can they be overcome ?
10. Explain the stages of the report writing process in detail.
11. Briefly discuss the strategies required for effective negotiating in a business setting.



SECTION – C

Case Study (**Compulsory** question).**(1×15=15)**

12. Jenna is a marketing manager at a fashion retail company. She is leading a meeting with her team to discuss the launch of a new clothing line. During the meeting, one of her team members, Sarah, expresses her concerns about the pricing strategy for the new line. She suggests that the prices may be too high for the target market and could result in lower sales. However, Jenna doesn't seem to be paying attention and quickly dismisses Sarah's comments, telling her that the pricing has already been approved by the senior management.

Later on, Jenna realizes that she may have missed an opportunity to consider Sarah's concerns and involve her in the decision-making process. She realizes that effective listening is crucial in the workplace and that she needs to work on her listening skills.

- a) What are some common barriers to effective listening in the workplace, and how can they be overcome ?
 - b) How could Jenna have improved her listening skills in the situation described in the case study ?
 - c) What are some benefits of effective listening in the workplace and how can it contribute to a more positive work environment ?
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