



JP – 344

**I Semester M.B.A. Degree Examination, July 2022
(CBCS Scheme)
(2014 – 15 and Onwards) (Repeaters)
MANAGEMENT
Paper - 1.7 : Communication Skills**

Time : 3 Hours

Max. Marks : 70

SECTION – A

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

1. Explain the nature, concept and scope of communication.
2. Compare and contrast psychological and structural barriers in communication.
3. Explain with a diagram, the process of effective communication.
4. Define Memos, Letters, Reports, Presentations and Proposals with suitable application examples.
5. Explain the difference between verbal and non-verbal communication skills. Give suitable examples.
6. Differentiate between qualities of a good listener and a bad listener.
7. Explain the role of visual aids in business presentations with examples.

SECTION – B

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

8. Describe the effect of communication in managerial decision making process in organizations with examples.
9. Explain in detail 7'C's of effective communication.
10. Explain the types of proposals that are necessitated by situations. As a CSR Manager of a corporate, you are proposing to donate school uniforms to the 10th standard children who are financially poor in the nearby government school. Prepare a proposal for getting sanction from the Regional Head.
11. Describe the various communication skills and business etiquette expected by today's employers at the workplace.

P.T.O.



SECTION – C

12. Compulsory Case Study.

(1×15=15)

Mr. Divakar had been working with Meta Cables Ltd. for several years. He had worked his way up from the bottom to a position of foreman. He was proud of what he had achieved, and he liked his work at Meta Cables. He was a loyal employee and worked hard for the organisation. He purchased a house near the factory and was happily staying there with his wife and children. His neighbour was also working in Meta Cables and has reached the position of plant operator only, although joined the service along with Mr. Divakar. In recent months, the company had lost two good contracts and as a result, had been forced to layoff some employees. They had for the most part, laid off employees with least seniority, although this was not required. Now there was a rumour circulating that they were going to lose another contract. As Mr. Divakar considered the situation, he realised that he had the least seniority amongst the foreman. Thus he concluded that the company was going to lose more business and owing to his lack of seniority, he was going to be given a 'golden-hand shake'. He became extremely frustrated and despondent. His interest in the job deteriorated badly and he began to have a hard time getting along with his co-workers. Actually, the rumour circulating in the company was incorrect. In fact, Meta Cables was negotiating for a big contract, but had not revealed it prior to conclusion. Further, management had no intention to disturb any more employees and thus wanted to gain their moral support.

Questions :

- A) In what ways, if any, has poor communication caused the problems ?
 - B) How could the management improve the situation ?
 - C) Do you suggest any method to contain such situation by using IT in communication ?
-