

Kadi Sarva VishwaVidyalaya, Gandhinagar
MBA – Semester – I– December 2014 Examination
Managerial Communication (CC 103)

Date: 24/12/2014

Weightage: 40%

Duration: 2½ Hours

Instructions:

- 1 Make assumptions wherever necessary and state them clearly
- 2 Working notes must form part of your answers
3. Figures to the right indicate weightage

- Q-1 (A) Define the following 4%
- 1) Dependent Listener
 - 2) KINESIC Communication
 - 3) PROXEMIC Communication
 - 4) INSTAGRAM
- (B) 'Communication plays very vital role in the progress and growth of an organization'. - Explain. 4%
- OR
- (B) As a manager; what communication skills do you need to have if you had to counsel a subordinate who is known for creating trouble? What outcomes you hope to achieve with the skills? 4%
- Q-2 (A) Draft a MEMORANDUM from Vice President HR to all the employees regarding the punctuality and adhering to the prescribed lunch timings to stream line the work culture in the organization. 4%
- (B) Compare and Contrast the advantages and disadvantages of conducting business communication through video-conference method and Teleconference method. 4%
- OR
- Q-2 (A) Draft a notification and agenda of a meeting regarding increase in Diwali bonus for all employees. 4%
- (B) 'The Grapevine cannot be completely eliminated from organization.'- Explain your views towards the statement. 4%
- Q-3 (A) The washing Machine bought by you is not working in a satisfactory manner. Write a letter of complaint to the company highlighting the problem and seeking appropriate relief. 4%
- (B) Mention the essential stages of effective Presentation. Also differentiate between 'Sell Presentation' and 'Tell Presentation'. 4%

OR

- Q-3 (A) You are the customer service manager of an airline, while you are on duty one day, one of your customers calls and shouts at a Service Representative. You find out that this customer has lost his baggage that contained important items. He is also a frequent flier with your airline. The service representative has told the customer that the airline will reply to his complaint within 24 hours. You decide to draft a letter responding to grievance. 4%
- (B) Why selection of suitable medium is an important part of communication? Explain your views with relevant examples. 4%
- Q-4 (A) Draft a Job Application Letter for the post of Sales Executive. 4%
- (B) What are the different types of career resumes and how do they differ with respect to formatting? 4%

OR

- Q-4 (A) You are working in a beverage company. Your company is planning to launch a new health drink for kids. You are required to draft a business proposal for the same. 4%
- (B) 'Listening is more than hearing'- Explain. 4%
- Q-5 Read the following case and answer the questions given below. 8%

Domino's Pizza Home Delivers

Almost all of you, particularly in large cities, are familiar with *Khushiyon Ki Home Delivery* Call of the Domino's Pizza. There is intense competition in the Pizza products globally and India is not immune from the mad rush for Pizzas ether. The competition has forced many smaller outlets to close down or divert to other products but so may are still there to compete with the big names in the market.

Good communication techniques and use of information systems are helping out all the big players anywhere. Domino's Pizza is an example of effectively communicating with the customers when they place orders for delivery at home. At the time they introduced Pasta in India their party cry to *Order the New Taste of Happiness* was highly noticeable.

Specially striking is Domino's automatic inventory system that maintains details about the customer's particulars like names, addresses, telephone numbers and even their preferred choices of toppings. They use highly sophisticated supply-chain management software that provides caller ID with relevant database. These are displayed to the employees taking the order and even special delivery instructions to save time. Senior members of the Domino's team do not have to intervene even and the system delivers on

P. T. O.

its own. Offers of *"Great New Discounts For your Next Order and a Free Pasta with a coupon together with their Happiness Hotline are something that the Domino's boasts about.* Normally, they take ten to fifteen minutes to make the Pizza and the deliver boy in his bike reaches for home delivery in another ten minutes. They have to strictly abide by their very famous challenging call *Delivered hot and fresh in just 30 minutes or free.* And they always do.

It is very true that information technology has helped Domino's to achieve a competitive advantage. The salient point is how the company has made use of the technology to establish a reliable communication channel with the customers and use the system effectively that has paid them rich returns. For them effective and purposeful communication is of great help and even if the competitors are doing so now Domino's will be know as the pioneers in technology use for customer identification and their satisfaction.

Discussion Questions:

- 1) How far good and effective communication can lead to market supremacy and customer pleasure in any business and industry service? Please provide examples and suggestions.
- 2) Can you recommend some more steps that Domino's could initiate to continue to stay at the top?

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KADI SARVA VISHWAVIDYALAYA

MBA SEMESTER – I EXAMINATION December 2013

CC103 MANAGERIAL COMMUNICATION

Date – 28/12/2013

Seat No. _____

Time – 10:00 am – 12:30 pm

Marks – 40%

1. a) Discuss the common communication roadblocks, which arise even after the delivery of the message. 4%
- b) Explain the role of non-verbal communication from the managerial point of view and discuss its characteristics. 4%

OR

- b) Enumerate the 7c of communication and how would you incorporate it to be a better communicator. 4%
2. a) Describe the listening process and explain how good listener overcomes barriers at each stage of the process. 4%
- b) It is a prior requirement to analyze your audience while one is going for oral presentation. Discuss the statement in line with the ways to assess the audience. 4%

OR

- a) Which are the various strategies to remove stage fear? Discuss them in detail. 4%
- b) Discuss the basic principles and tips for effective writing. 4%
3. a) Discuss the email etiquettes to be followed for effective communication. 4%
- b) Being unable to supply from the stock of two coir carpets of KOYAR Brand, M/s. Dasgupta & Sons, Calcutta, and offer to their customer jute carpets of another brand. Draft the letter. 4%

OR

- a) Usually we find that the meetings are wasteful but still they are held. State the reasons that make meetings wasteful and give suggestions to reduce the wastage. 4%
- b) Discuss the importance of different visual aids. 4%
4. a) Group Discussion lead to generation of solutions and ideas if handled effectively. Explain the techniques to handle GD effectively. 4%
- b) Write an application for the post of Business Development Officer in a software company which has been advertised in the newspaper dated 23/12/2013. 4%

OR

- a) What is a Memo? Write a Memo informing employees about no-smoking zone in the organization and the related punishment if not adhered to the rules for the same. 4%
- b) You are working in a Multi National Company based in Mumbai. 4%

Currently you are posted at Bangalore for the launch of a new product. Prepare a Business Report for the same.

5. Analyze the following case and answer the following questions:

8%

Missing Briefcase

It was Saturday afternoon and Rajesh was determined to take care of pending correspondence before leaving for the weekend. A few days back, he had received a memo from Sunit John, a Sales representative, which went as follows:

"Last week I made a sales presentation to Tech India Electronics and carried two briefcases with me – my regular one plus a second one filled with brochures and pamphlets. As the conclusion of my presentation, I distributed the brochures, picked up my regular briefcase and left – completely forgetting about my other suitcase. When I discovered the following morning what had happened, I immediately called Tech India Electronics, but so far they have been unable to locate the suitcase. This leather suitcase was around a month old and cost Rs.3,500. Since the company policy manual states that employee will be reimbursed for all reasonable costs of carrying their assigned duties, may I please be reimbursed for the loss of the briefcase? The cash memo is attached."

Rajesh has been thinking about this situation all week long, he had even discussed it with Deepak Barua, Marketing Chief, who has told him to make whatever decision he thought was reasonable. Sunit is a good sales representative and the policy manual does contain the exact sentence he has quoted. On the other hand, Rajesh feels that assuming responsibilities for such mistakes would not only be expensive but also might encourage padded expense account. Finally, Rajesh decides to do two things. First, he would write a memo to all the sales staff, interpreting more fully the company policy. He wants the sales staff to know that in future he intends to interpret the policy to mean that any personal property that is stolen will be reimbursed at present value only if reasonable care has been taken to secure such property, if the incident is reported within two working days, and if the values can be determined. Any sales representative can, however, appeal Rajesh's decision to Deepak. Second, because the present policy may not have been sufficiently clear, Rajesh would write a memo to Sunit and agree to his reimbursement request.

Questions:

- 1) How reasonable was John's claim? Was the intent of the policy clear? Should Rajesh reimburse him? Why or why not?
- 2) How reasonable is John's interpretation of the company policy?
- 3) Compose the two documents that Rajesh intend to write the memos to the sales staff and Sunit. Format them in appropriate style.

BEST OF LUCK

KADI SARVA VISHWAVIDYALAYA
MBA SEMESTER – I EXAMINATION April 2014
CC103 MANAGERIAL COMMUNICATION

Date – 25/04/2014

Seat No. _____

Time – 2 hrs 30 min.

Marks – 40%

1.
 - a) Explain the process of communication emphasizing the barriers faced during the communication process. 4%
 - b) “It is rightly said that the 7 Cs of communication are the back bone of any successful communication process.” Explain the statement. 4%

OR

 - b) Discuss the various types of tools used for effective written communication. 4%
2.
 - a) Describe the listening process and explain the keys to effective listening. 4%
 - b) Differentiate between verbal and non-verbal communication. 4%

OR

 - a) What are the various techniques of ‘delivery’? 4%
 - b) Define ‘business letter’. For what purpose do we write business letter? Discuss. 4%
3.
 - a) What are the different delivery elements of presentation? What considerations deserve attention while making presentation? 4%
 - b) Draft a sales letter to promote a three-wheel car. Prospective clients are Domestic Gas supplying firms. 4%

OR

 - a) What are the different types of company meetings? What purpose do they serve? 4%
 - b) Discuss the importance of different visual aids. 4%
4.
 - a) Explain the techniques to handle GD effectively. 4%
 - b) What are the various elements of a good resume? 4%

OR

 - a) Prepare a memo report for circulating to all employees of your organization announcing a change in the working hours and explaining the reasons for the change. 4%
 - b) Do you think that e-mail replaces the traditional means of communication such as memos and letters? 4%
5. Bharat Steel Corporation, 41 Nehru Marg, New Delhi – 110001 wishes to run a program for training its engineers in report writing. Assuming that, as a training manager of this corporation, you have been deputed to ICFAI Tec Hyderabad, to examine the suitability of running this program at ICFAI Tec during the ensuring summer vacation, write a report for the personal manager of the corporation containing specific information about the availability of staff, facilities of transport, board and lodging, library and an estimate of expenditure. 8%