

**MBA 24103**  
**MBA DEGREE EXAMINATIONS**  
**FIRST SEMESTER**  
**MANAGERIAL COMMUNICATION SKILLS**  
**(w.e.f. Admitted Batch 2024 - 25)**

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**Time: 3 Hours**

**Max. Marks: 75M**

**SECTION-A**

Answer any **FIVE** Questions not exceeding **One** page each.

**(5 X 4 = 20 M)**

- 1) Write a note on Oral Communication
- 2) Intra Communication and its importance.
- 3) Inter-Personal Perception
- 4) Telephonic Communication
- 5) Formal Report
- 6) Role of Communication in Business
- 7) Transactional Analysis
- 8) Emotions and its impact on communication

**SECTION-B**

Answer **ALL** Questions not exceeding **Four** pages each.

**(5 X 8 = 40 M)**

9. (a) Define the term Communication and explain its process in detail.  
(Or)  
(b) What are the Objectives of Communication and explain why it is important to improve Non-verbal Communication skills.
10. (a) Bring out the differences between formal and informal communication.  
(Or)  
(b) Explain Exchange theory and Johari Window concepts.
11. (a) List out the Barriers of effective communication.  
(Or)  
(b) Explain the importance of communication and bring out the various styles of communication.
12. (a) What is the significance of Business Correspondence. Write an E-Mail to your boss applying for an emergency leave.  
(Or)  
(b) Define Communication. What are the essentials of effective Business Correspondence.
13. (a) Describe the meaning and significance of Reports writing  
(Or)  
(b) Write down the structure of Report with relevant example.

**SECTION-C**  
**(Compulsory)**

**Case Study.**

**(15 M)**

Bruce, a research chemist for a major petro-chemical company, wrote a dense report about some new compounds he had synthesized in the laboratory from oil-refining by-products. The bulk of the report consisted of tables listing their chemical and physical properties, diagrams of their molecular structure, chemical formulas and data from toxicity tests. Buried at the end of the report was a casual speculation that one of the compounds might be a particularly safe and effective insecticide.

Seven years later, the same oil company launched a major research program to find more effective but environmentally safe insecticides. After six months of research, someone uncovered Bruce's report and his toxicity tests. A few hours of further testing confirmed that one of Bruce's compounds was the safe, economical insecticide they had been looking for.

Bruce had since left the company, because he felt that the importance of his research was not being appreciated.

Q1. Why did Bruce feel that importance was not given.

Q2. What was the right approach for the above case.

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