



10. Below is an advertisement which appeared in a newspaper for the post of an Business Data Analyst.

Spark is a reputed automobile company in Chennai. The company is looking for smart, talented and dynamic MBA graduates with Research knowledge.

Suppose you are Arvind, Draft an job application along with the Resume for the above job.

11. Describe the stages of development of a team. What are the features of an effective team ?

SECTION – C

Case study (Compulsory).

(15×1=15)

12. After passing out from the top Business school, Amit started considering a career in corporate communication. The first assignment he received was from a large company which was going through financial crisis and wanted to introduce cost cutting measures. The company decided to cut down special allowances, cancel free canteen facility, holding back the festive bonus and might require laying off the employees. The CEO of the company has already wrote to the employees about the financial decisions which made the employees very disappointed and angry. Amit was asked to work on communication strategies for the company so that the employees might appreciate the difficulty and accept these decisions. He has advised for a long term engagement with the employees than telling them about the problems all at once. This involved in regular communication about the challenges the company faces and CEO meeting the employees of each department separately. A personalised letter should be sent by the CEO to the employees who are affected by the reduction in financial packages and separate letter for those who might loose their job. Those who might loose their job should be given a good package to compensate the job loss.

- a) If you were the CEO of the company, would you take the advice of Amit ? Give reasons for your decision.
- b) Draft a personalised letter to those employees who might loose their job to inform them about the difficulties faced by the company.

First Semester M.B.A. Degree Examination, January/February 2018
(CBCS) (2014-15 and Onwards)
MANAGEMENT
Paper – 1.7 : Communication Skills

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any five questions from the following. Each question carries 5 marks.

(5×5=25)

1. What do you mean by 7C's of communication ? Explain.
2. What is the impact of grapevine communication on the organization ?
3. Give the format and essentials of a good report.
4. What are the elements of a business letter ?
5. What is active listening ? How does it differ from empathic listening ?
6. Discuss the various stages of the development of a team.
7. How do pictures and diagrams make written communication effective ?

SECTION – B

Answer any three questions from the following. Each question carries 10 marks.

(3×10=30)

8. Explain in detail the various barriers to communication.
9. Explain briefly the various forms of non-verbal communication.
10. Company XYZ has advertised for the position of 'Sales Manager'. Draft an application and your resume. Assume your name is Mr. Anand.
11. Define negotiation. Elucidate how negotiation strategies are framed during the process of negotiation ?

SECTION - C

12. Compulsory case study :

(1×15=15)

You are shopping for the winter wear with your friend in a retail outlet in Bangalore. After some searching, you have selected one red jacket. It was a tough selection between a red and a green jackets, both of which you liked very much. However, you were not sure whether you could afford both. You asked the salesperson about the price. He replied that the price is Rs. 750. Since you cannot afford to buy jackets for Rs. 1500. You have decided to take one. At the same time, your friend Geetha came to you and said that the same jackets have discounts of 30%. You were excited to hear this as this means one jacket will be priced at Rs. 525 and two jackets will cost Rs. 1,050. Thus you bought two jackets.

However, when the bill was given, you were surprised to see Rs. 1,500 as the bill for two jackets. This made you to ask the details from the billing staff at the counter. After some argument, it was explained that the actual price of the jacket was Rs. 1,071 and the price of Rs. 750 which was told to you was the selling price after discount. Since it was billed, the counter refused to cancel the bill as per the cancellation policy of the store. You had to pay Rs. 1,500 though you were not willing to. You have realised that the entire problem was caused due to communication problem.

Answer the questions :

- Who is at fault for this communication problem and why?
- Based on this experience, what instruction should the store give to sales persons regarding handling the customers as part of standard operation procedure?
- What were the possible sources of information regarding the price of the jacket available to you and which ones have you missed?



PG – 918

I Semester M.B.A. Degree Examination, February 2017
(CBCS)
Management
Paper – 1.7 : COMMUNICATION SKILLS

Time : 3 Hours

Max. Marks : 70

SECTION – A

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

1. How communication plays an important role in business ? Explain.
2. Differentiate between formal and informal communication.
3. What measures do you suggest to make communication effective ?
4. Describe the oral communication process.
5. What are the different types of listening ? Explain.
6. Outline the steps in organizing your writing.
7. Explain the role of team in effective business communication.

SECTION – B

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

8. Explain the styles of letter writing. Which style you prefer ? How do you communicate negative and persuasive messages ?
9. Write a letter to Mr. Nayan working as accountant in your company. Confirming his services.

P.T.O.



10. Describe various sources of conflict. How various culture influences on the solving of conflicts aroused within an organisation ? Explain.
11. Explain in detail the role of modern technology in effective business communication with suitable example.

SECTION – C

12. **Compulsory** Case Study :

(1×15=15)

Draft an invitation to the inaugural function of 'management meet' organised by your institution. Venue is auditorium. Choose a date, imagine names and designations of guests and other dignitaries.



PG – 1082

**I Semester M.B.A. Degree Examination, February 2016
(CBCS) (2014-15 and Onwards)
MANAGEMENT
Paper – 1.7 : Communication Skills**

Time : 3 Hours

Max. Marks : 70

SECTION – A

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

1. Account for the new medium of communication in contemporary organizations.
2. How will you answer questions from an audience in oral communication ?
3. Explain 5Ws and 1 H formula in case of report writing.
4. What are the essentials of a good E-mail ?
5. "The biggest problem in communication is that we do not listen to understand. We listen to reply". Discuss.
6. How will you ensure that team working is successful ?
7. Mention the criteria for judging the performance of participants in a group discussion.

SECTION – B

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

8. Explain the process of communication with suitable diagram.
9. Bring out the role and contribution of non-verbal forms in adding effectiveness to oral communication.
10. Draft your resume to an organization for applying for the post of sales executive.
11. Explain the strategies and tactics for a Win-Win outcome in a business negotiation.

P.T.O.

SECTION - C

This is compulsory. It carries fifteen marks.

(1x15=15)

12. Read the following case and answer the questions given at the end. Write the facts of the case as well as your suggestions and recommendations :

Miscommunication

Memo from CEO to Manager :

Today at 11 O'clock there will be a total eclipse of the sun. This is when the sun disappears behind the moon for two minutes. As this is something that cannot be seen every day, time will be allowed for employees to view the eclipse in the parking lot. Staff should meet in the lot at ten to eleven, when I will deliver a short speech introducing the eclipse, and giving some background information. Safety goggles will be made available at a small cost.

Memo from Manager to Department Head :

Today at ten to eleven, all staff should meet in the car park. This will be followed by a total eclipse of the sun, which will appear for two minutes. For a moderate cost, this will be made safe with goggles. The CEO will deliver a short speech before hand to give us all some information. This is not something that can be seen every day.

Memo from Department Head to Floor Manager :

The CEO will today deliver a short speech to make the sun disappear for two minutes in the form of an eclipse. This is something that cannot be seen every day, so staff will meet in the car park at ten or eleven. This will be safe, if you pay a moderate cost.

Memo from Floor Manager to Supervisor :

Ten or eleven staff are to go to the car park, where the CEO will eclipse the sun for two minutes. This doesn't happen every day. It will be safe, and as usual it will cost you.

Memo from Supervisor to Staff :

Some staff will go to the car park today to see the CEO disappear. It is a pity this doesn't happen everyday.

Questions :

- | | |
|---|---|
| a) Identify and analyze the problems of miscommunication in the organization. | 5 |
| b) Who is responsible for miscommunication ? | 5 |
| c) Give your suggestions to improve communication in the organization. | 5 |



PG – 854

I Semester M.B.A. Degree Examination, Jan./Feb. 2015
(CBCS 2014 – 15 and Onwards)

MANAGEMENT

Paper – 1.7 : Communication Skills

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following. **Each** question carries **five** marks. Answer to **each** question should **not** exceed **250** words.

(5×5=25)

1. What are the barriers to communication ?
2. Make a diagrammatic representation of the communication process and explain with examples noise and feedback.
3. What are the five W's and one H ? Use a Sales report as an example to explain each.
4. Distinguish between 'listening' and 'active listening'. What are the characteristics of a good listener ?
5. How are teams formed ? What are the characteristics of successful teams ?
6. What are the sources of conflict and methods of resolving them ?
7. Explain emotional intelligence.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **10** marks. Answer to **each** question should **not** exceed **500** words.

(3×10=30)

8. Explain the importance of communication in business.
9. Explain the various types of non-verbal communication. What is the importance of non-verbal communication in an organizational setting ?

P.T.O.



10. Discuss the qualities required to be good at public speaking. What are the points to keep in mind while making a presentation using power point slides ?
11. a) What are the differences between win-win and win-loose strategy ?
b) What negotiation tactics are used in win-win strategy ?

SECTION – C

12. Case study (**Compulsory**).

(1×15=15)

Vikas purchased a refrigerator from Sunco Ltd. and is a unhappy customer. He has written a long letter to Sunco explaining the problems with poor packaging, damage to the handle, excessive noise and the poor response he has been setting from the Sales Executive.

Question.

- a) Write a reply to Vikas as the Marketing Manager of Sunco aimed at winning the customers confidence.
- b) Write a formal letter to the GM (HR) elaborating the need for soft skills training for sales executives and a suggested plan of action to arrange for such a training program.
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PG – 1082

**I Semester M.B.A. Degree Examination, February 2016
(CBCS) (2014-15 and Onwards)
MANAGEMENT
Paper – 1.7 : Communication Skills**

Time : 3 Hours

Max. Marks : 70

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SECTION – B

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

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10. Draft your resume to an organization for applying for the post of sales executive.
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