



Kotappakonda Road, Yellamanda (P.O), Guntur District, AP,

Subjt Code: RiGivIBA1134

MBA - I Semester Regular and Supplementary Examinations, Dec-2018.  
MANAGERIAL COMMUNICATION & SOFT SKILLS

Time: 3 hours

Max Marks: 60

Question Paper Consists of **Part-A** and **Part-B**Answering the question in **Part-A** is Compulsory

Four Questions should be answered from Part-B, each question carry equal marks of 12.

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**PART-A (CASE STUDY)**

1 X 12 = 12

1. List three situations which could occur in your personal life where you would choose to speak rather than write. Explain the reasons for your choice with one example.

**PART-B**

4X 12 = 48

2. Discuss about attributes and channels of oral and written communication.
3. (a) What is Formal and Informal Communication. 6M  
(b) Inter personal communication Vs Intra personal communication 6M
4. (a) List the advantages of technology in communication, 6M  
(b) What are the benefits of telephone communication? 6M
5. What is an Interview? Explain what aspects interviewers assess when they interview candidates.
6. What do you mean by Report? Discuss various types and structure of reports.
7. (a) Discuss various emerging issues in communication.  
(b) Give a brief note on impact of technology on soft skills.

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