



Code: 18E00106

MBA (Fintech) I Semester Supplementary Examinations June 2019

MANAGERIAL COMMUNICATION

(For students admitted in 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 Discuss the significance and scope of communication. What is the process involved in the communication?

OR

- 2 Outline the essentials of good communication. Distinguish formal and informal communication with their merits and demerits.

- 3 Discuss the features of oral communication. What are its merits and demerits?

OR

- 4 Write short notes on:

- (a) Body language.
- (b) Sign language.

- 5 How will you manage motivation to influence interpersonal communication?

OR

- 6 Explain the styles of communication in detail.

- 7 Discuss the types of listening.

OR

- 8 How will you overcome barriers of communication?

- 9 Explain any two types of business letters with examples.

OR

- 10 How will you write formal report?

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**

One of your customers has failed to pay his dues in spite of several reminders. Write to him appealing to his sense of fairness and honour.

