

**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 ?

P.T.O.



## SECTION – C

## 12. Compulsory case study :

(1×15=15)

You are shopping for the winter ware 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 ?