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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION December 2014**(HUMAN RESOURCE MANAGEMENT)****(FIRST YEAR)****180. MANAGERIAL COMMUNICATION****(Common with M.B.A (M.M and M.B.A (F.M))**

Time: Three hours

Maximum: 75 marks

SECTION – A**(5×3=15)****Answer any FIVE questions****1. Write short note on:**

- a) Communication
- b) Media
- c) Informal communication
- d) Group communication
- e) External system mix
- f) Visual aids
- g) E-Mail
- h) Video conference

SECTION – B**(3×10=30)****Answer any THREE questions**

- 2. What are the various principle of effective communication?
- 3. Explain the various types of communication present in organisation.
- 4. What is the gateway to effective interpersonal communication?
- 5. Explain the relationship of group communication and performance of a group.
- 6. What is the use of writing bibliography? Give examples of how do you write bibliography to books, journals , websites etc.

SECTION-C**(1×15=15)****Answer any ONE question**

- 7. What are the various factors affecting communication in organisation?
- 8. What is grapevine communication? Is it is good or bad to the organization? Justify your answer.
- 9. What are the important points to be kept in mind while writing a report?

SECTION-D**(1×15 =15)****(Compulsory)**

- 10. Write a letter to your supplier to take back the goods supplied by him because of poor quality.
