

Total No. of Pages : 2

Register Number :

6868

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(HRM)

(FIRST YEAR)

180 — MANAGERIAL COMMUNICATION

(Common with M.B.A. (MM) and M.B.A. (FM))

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions.

(5 × 3 = 15)

All questions carry equal marks.

1. Explain the following:
 - (a) Semantics barriers
 - (b) Audio–visual communication
 - (c) Persuasion
 - (d) Grapevine communication
 - (e) Management of interpersonal communication
 - (f) Managing organisational communication
 - (g) Memos
 - (h) Bibliography

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

All questions carry equal marks.

2. Explain the significance of written communication. How can written communication be made more effective?
3. Explain the models for understanding interpersonal relationship.
4. One of your colleagues is going abroad for higher training. Draft a speech on the occasion of giving him a send-off.
5. “The success of a letter depends upon the effectiveness of its opening and closing paragraphs”. Discuss and explain why it is so.
6. Write an essay about business report writing.

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

7. Name the parts of a good business letter and draw a diagram indicating the position of each part in the letter.
8. What are the main barriers for effective communication and how to over come it?
9. Illustrate the relationship of leadership behaviour with communication.

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

10. How would you define a report? Explain the importance of making a report reader-oriented and out line the steps to be taken while preparing a report.

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