

Total No. of Pages: 2

Register Number:

6482

Name of the Candidate:

M.B.A. DEGREE EXAMINATION - 2011**(FIRST YEAR)****(PAPER – VI)****180/160. WRITTEN ANALYSIS AND COMMUNICATION****(Common with M.B.A. Three Year Programme)***December)**(Time: 3 Hours*

Maximum: 75 Marks

SECTION - A**Answer any FIVE questions.****(5 × 3 = 15)**

1. Define Communication. Also list the objectives of communication.
2. What are the merits and demerits of written communication?
3. Define interpersonal communication.
4. How do you ensure that communication is free from ambiguity?
5. Difference between encoding and decoding.
6. Define interpersonal conflict.
7. What are different media of communication?
8. Explain the elements of group behaviour in the communication process.

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

9. What are the main objectives of downward communication? How can downward communication be made more effective?
10. Bring out the best attributes of effective communication.
11. “Self confidence as an essential interpersonal variable for effective communication” – Discuss.
12. What are the various communication skills required of a manager?
13. Discuss the relationship of leadership behaviour with effective communication.

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

14. Describe the communication process. Give an example of how this process operates for both oral and written messages.
15. Explain the external and internal system mix and approaches to organizational communication.
16. What are communication problems of the formal organization? How it is managed?

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

14. “Ineffective communication is the fault of the sender”. Do you agree or disagree? – Discuss.

jkpHhf;fk;
gFjp - m
VnjDk; le;J tpdhf;fSf;F tpilaspf;ft[k;.
(5 × 3 = 15)

1. “jfty; ghpkhw;wk;” - tiuaiw bra;f. nkYk; jfty; ghpkhw;wj;jpd; Fwpf;nfhs;fis tpthp.
2. vGj;J _yk; jfty; ghpkhw;wj;jpd; rpwg;g[f;fs; kw;Wk; FiwghLfs; ahit?
3. “jdp egh;fSf;F ,ilna jfty; ghpkhw;wk;” - tiuaiw bra;f.
4. lag;ghL ,y;yhj bra;jp ghpkhw;wj;ij vt;thW Vw;gLj;JtPh;.
5. “bra;jp cs; mlf;fk;” kw;Wk; “bra;jp btspf; bfhwzwy;” - ntWgLj;Jf?
6. “jdpegh;fs; ,ilna ngj';fs;” - tiuaiw bra;f.
7. jfty; ghpkhw;wj;jpw;fhd gy;ntW rhjd';fis tpthp.
8. jfty; ghpkhw;wj;jpy; FG elj;ijf; TWfis tpthpf;f.

gFjp - M
VnjDk; _d;W tpdhf;fSf;F tpil mspf;f.
(3 × 10 = 30)

9. fPH;nehf;F bra;jp ghpkhw;wypd; Kf;fpa Fwpf;nfhs;fs; ahit? fPH; nehf;fpa jfty; ghpkhw;wk; jpwk;gl bray;gl njitfs; ahit?
10. rpwe;j jfty; ghpkhw;wj;jpd; ghpzhk';fs; ahit?
11. “jpwikahd jdpegh; jfty; ghpkhw;w';fSf;F jd;dk;gpf;if mtrpak;” - tpthp.
12. xU nkyhsUf;Fj; njitahd gy;ntW jfty;ghpkhw;w jpwikfs; ahit?
13. jiyik elj;ijf;Fk; rpwe;j jfty; ghpkhw;wj;jpw;Fk; cs;s cwt[Kiwapid tpsf;Ff.

gFjp - ,
VnjDk; xU tpdhtpw;F tpil mspf;f.
(1 × 15 = 15)

14. bra;j7p ghpkhw;w Kiwapid tpsf;Ff. tha;bkhHp kw;Wk; vGj;J Kiw jfty; ghpkhw;wk; vt;thW eilbgWfpd;wJ vd;gjiw cjhuzj;Jld; tpsf;Ff.
15. epWtd jfty; ghpkhw;w Kiwapy; mftHp kw;Wk g[w tHpf; fyit vt;thW gad;gLfpwJ.
16. Kiwahd epWtd mikg;gpy; Vw;gLk; jfty; ghpkhw;w gpur;ridfs; ahit? ,J vt;thW rhpbra;ag;gLfpd;wJ.

gFjp - <
(fl;lha tpdh).
(1 × 15 = 15)

17. “gadw;w bra;jpg; ghpkhw;wj;jpw;F fhuzk; bra;jp mDg;g[gtnu” - eP';fs; rhp vd Vw;Wf;bfhs;fpwPh;fsh my;yJ kWf;fpd;wPh;fsh? - tpthjpf;ft[k;.

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