

**I Semester M.B.A. Degree Examination, January/February 2019  
(CBCS Scheme)  
(2014-15 and Onwards)  
MANAGEMENT  
Paper – 1.7 : Communication Skills**

Time : 3 Hours

Max. Marks : 70

## SECTION – A

Answer **any five** of the following questions. (5×5=25)

1. What is grapevine communication ? How does it affect the organisation ?
2. Discuss 7 C's of effective communication.
3. Explain the different forms of non-verbal communication.
4. What is active listening ? How does it differ from empathic listening ?
5. What is a team ? What are the challenges faced by team members while working in a team ?
6. Discuss Guffey's 3 × 3 writing process of communication.
7. Describe the contents of a long formal report.

## SECTION – B

Answer **any three** of the following questions. (3×10=30)

8. Briefly explain with an example the different stages of communication process in an organization.
9. The below mentioned advertisement has appeared in the news paper 'The Hindu', assuming that you are Mr. Anand with good academic record write a job application along with resume.  
Advertisement : A marketing manager with experience is required at Fresh Foods Private Limited, Peenya, Bengaluru. Scale of pay will be according to the company rules.
10. How technological advancement has influenced business communication ? Analyse.
11. What is negotiation ? Discuss the different strategies of negotiation.



## SECTION - C

## 12. Compulsory (Case study) :

(1×15=15)

The CEO of an MNC decided to visit the Bangalore office on Saturday. The programme was scheduled for 3 pm. The information was communicated to the head of the regional office. There was special instruction to take care of the security of the CEO carefully. It was planned that the team of security personnel shall report to the venue of programme at 11 am to make all the arrangements in time. However the chief of the regional office did not want to take any risk and asked the security manager to ensure that the personnel will be in place by 10 am. The security services for the company is provided by a security agency. The security manager of the company deals with the general manager of the security agency. The security manager asked the general manager to depute the staff by 9 am. The general manager of the security agency in turn asked the branch manager that the staff should report at 7.30 am. The branch manager informed the team leader to instruct the staff to report at 6.30 am. The team leader send a message to all security staff to report at 5.30 am. Following the instruction, the security staff decided to report to the agency on Friday night it self.

- a) Though the security staff needed at 11 am on Saturday, they ended up reporting in the night of the Friday. How did the flow of communication in the communication network led to such a situation ?
  - b) Had you been the head of the Bangalore Regional Office, how would you avoid such a situation ?
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