



I Semester M.B.A. Degree Examination, August/September 2021  
(CBCS) (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. **Each** question carries **five** marks : (5×5=25)

1. Differentiate between formal and informal communication.
2. Give the format and essentials of a good report.
3. What is Audience Research ? How does it help in effective communication ?
4. How do pictures and diagrams make written communication effective ?
5. What is the impact of grapevine communication on the organization ?
6. Explain in brief the seven C's of communication.
7. How are teams formed ? What are the characteristics of successful teams ?



SECTION – B

Answer **any three** of the following questions. **Each** question carries **ten** marks : (3×10=30)

8. Briefly explain the different forms of communication network in an organisation.
9. Explain the different Barriers to communication process. What are the ways to overcome these Barriers ?
10. Write a letter to Mr. Narayan working as accountant in your company confirming his services.
11. Hero is a reputed automobile company in Chennai. The company is looking for smart, talented and dynamic MBA graduates with accounting knowledge. They have given an advertisement which appeared in a newspaper for the post of a Manager (Accounts).

Suppose you are Mr. Arun who has just completed your MBA degree, draft a job application along with the Resume for the above job.



## SECTION – C

12. Case study – **compulsory** :

(1×15=15)

“Madam, I really need to talk to you about something important.”

“Is it so, Usha? Well, take a seat and let me hear about it,” Alka, the Supervisor, says in a friendly tone, as she continues to stare at the computer screen.

As Usha sits down, Alka continues, “Usha you think you have a problem? How would you like to hear the one I’m faced with-now? First, I’m right in the middle of a union negotiation for a new two year contract. I have several problems with the supervisory staff of the Kandivilli plant and somebody has ruined our inventory procedure. So we are running short of material at several outlets.”

Finally, Alka looks up at Usha and asks some what hurriedly, “Well, what’s your problem”

Discouraged by her Supervisor’s preoccupation with her own problems and her abrupt manner, Usha decides that this is not the right time to get any assistance from her. To end the conversation without looking foolish, she decides to ask a few questions about a routine procedure.

Before Usha can speak, however, Alka suddenly signals the end of the discussion by saying, “Usha, I have another appointment now, if, you’d like, we can continue this discussion later. I want to be of help, and my door is always open to you.” She returns her attention to the computer screen before Usha moves from her chair.

**Questions :**

- 1) List the listening techniques that were violated by the supervisor.
- 2) What are differences between hearing and listening ?
- 3) How should Alka have handled the situation and what effect do you think the supervisor’s attitude had on Usha ?