



Seat No. : _____

TB-135

April-2013

FIVE YEARS' MBA INTEGRATED (K.S.)

FOURTH YEAR MBA

Managerial Communication

Time : 2 Hours]

[Max. Marks : 50

- Instructions :**
- (1) The questions paper contains **five** questions.
 - (2) **All** questions carry marks as mentioned against them.
 - (3) Be precise and to the point in the answers. Give examples wherever possible.

1. (1) Multiple choice questions : **10**

- (i) The three primary steps involved in preparing a business message are
 - (a) Planning, writing, and completing.
 - (b) Informing, persuading, and collaborating.
 - (c) Defining the purpose, the main idea, and the topic.
 - (d) Satisfying the audience's informational, motivational, and practical needs.
- (ii) When closing a direct request, you
 - (a) Thank the reader in advance for helping you.
 - (b) Mention your own qualifications or status.
 - (c) Request a specific response and mention the time limits.
 - (d) Indicate the consequences of a failure to reply.
- (iii) An example of downward communication is
 - (a) A junior staff person giving information to a staff supervisor.
 - (b) A sales manager giving instructions to a salesperson.
 - (c) An e-mail message about sick leave from one staff secretary to another.
 - (d) A company briefing held on the organization's top floor.

(iv) Select the sentence with the best “you” attitude :

- (a) Because your report was poorly written, we cannot accept it.
- (b) Your report failed to meet company requirements.
- (c) When we receive a report that is professional, we can act on your recommendations.
- (d) Once your application is complete, you should receive a response within two weeks.

(v) The introduction (or opening) of a business report or proposal should always

- (a) Outline your conclusions or recommendations.
- (b) List all the sources from which you draw information.
- (c) Provide a detailed description of your qualifications to write the report.
- (d) Explain the reason for the report’s existence.

(2) True or False :

- (i) When delivering negative news, it is misleading to emphasize any positive aspects of the situation.
- (ii) Conclusions are interpretations of the evidence in your report.
- (iii) As long as your message is clear, the size of your audience should not affect your approach.
- (iv) When writing a work plan, it’s important to begin by developing a problem statement.
- (v) Using many different fonts in the same document will make it more appealing to your audience.

2. Please explain the following concepts in not more than **three** sentences :

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- (a) Unsolicited Enquiries
- (b) Abstract/Summary
- (c) Proposal
- (d) Flowchart
- (e) Lateral Communication

3. (a) What are the various visual aids and what is their role in making oral presentation effective ? **5**
- (b) 'A positive tone and courtesy are essential ingredients in business letter writing.' Do you accept this statement ? If so give reasons. **5**

OR

- (a) Explain the importance and process of proofreading. Why does it matter and what should you look for ? **5**
- (b) What are the barriers to communication ? Discuss the guidelines for overcoming these barriers. **5**
4. (a) Explain important considerations to keep in mind when deciding whether to conduct an interview face to face or via e-mail. **5**
- (b) Discuss the parts of a long formal report. **5**

OR

- (a) Briefly explain how the growth of electronic communication has become both a blessing and a curse for business communicators. **5**
- (b) Describe the elements of a formal business plan. **5**
5. A case titled " A Last Minute Change" is attached with the paper. Answer the following questions at the end of the case. **10**

You are a 26 yr old Asst. Broker in the Mortgage Banking division of XYZ Bank. You are 4 years old in the bank and amongst the more junior people. Your job entails back end screening processes and working on the softwares available for various products. The bank has started a new government sponsored project of giving loans to lower to middle income class and first time home buyers at very low rates. This project requires thorough explanation to the community and careful screening of each application.

Your immediate supervisor, Mr. ABC, Senior VP, mortgage banking approaches you one day and wants you to help him in an emergency situation arisen because of the absence of his principal assistant who was supposed to address a neighbourhood group about the new government sponsored programme. He wants you to bail him out of this situation by addressing the group. The only detail he hands over to you are the venue details, contact person there and the document prepared by you explaining the product. You are in a fix with only two hours to go for the scheduled meeting.

Related Questions :

- (1) What would you want to know about the audience and occasion that you don't already know ? Where could you find that information ?
 - (2) How would you go about preparing your notes for this speech ? How would you structure your speech ?
 - (3) What else would you bring with you for this event ? Do you have time to get visual aids made ? Is that a good idea ?
 - (4) How should you dress for this occasion ? What do you think your principal message should be for these people ?
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