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1605M199

Candidate's Seat No : _____

**M.B.A.-I (Sem.-I) Examination
Managerial Communication**

Time : 3 Hours]

May-2017

[Max. Marks : 100

Q.1 Define the following concepts in two sentences only:

- | | |
|------------------------------|----------------------|
| (1) Noise | (6) Memo |
| (2) Non-verbal communication | (7) Eye contact |
| (3) Informal communication | (8) Proxemics |
| (4) Graphics | (9) Teleconferencing |
| (5) Kinesics | |

Q.2 Explain in complete detail the model of the process of interpersonal communication (10). How is it different from mass communication? (10)

OR

Q.2 Discuss in complete detail the three-step process of formal, written communication.

Q.3 Discuss the positive and negative aspects of the following memo and re-write it so as to retain the merits and remove the limitations:

To:
From:
Subject: Travel Request Denial
Date: 6 June 1990

I regret to inform you that your request for travel funds to travel to the Sales Conference in Port Blair, Andaman and Nicobar Islands, has been denied. The company has limited funds available for travel this year and although I know you really want to go, we can't afford to give you the Rs. 59,000 you requested (which by the way is a lot to request at this late date at the current time of this request.

I hope you understand our position because we really want our managers to be happy. Even though we can't pay for this trip, we encourage you to apply again for future travel money because we hope to receive more money budgeted for travel the next fiscal year of 2017-18.

Thank you again for your request. We always strive to help managers fund their travels.

Q.4 You need to inform your regional sales manager that you won't be able to attend the quarterly meeting he has organized in Mumbai at a short notice. Plug additional detail as required and draft the email.

Q.5 Your department has recently moved to another part of your company campus. The problem is that the parking area is not developed. Write a proposal for a designated parking lot for the employees of your department. Fill in the details as required.