LG-128

April-2014

4ᵗʰ M.B.A. (KS) (Integrated)

Managerial Communication

Time : 2 Hours]   **[Max. Marks : 50**

I. State whether following statements are true or false. Give one line reason for each one either true or false : (any ten)   **10**

   (a) Functional words express relationships and have only one unchanging meaning in any given context.

   (b) The denotative meaning includes all the associations and feeling evoked by the word.

   (c) If your audience will be receptive to your message use indirect approach.

   (d) Before composing a business report or proposal, one must select one out of four format options.

   (e) Cultural contexts rely heavily on non-verbal actions and environmental setting to convey meaning.

   (f) Formal communication flows in true directions.

   (g) The problem statement describes what you plan to accomplish and therefore also defines the boundaries of your work.

   (h) Informational reports can range from extremely positive to neutral and then to extremely negative.

   (i) For short reports one may need to divide their reports into separate sections for conclusions / recommendations and actions.

   (j) Executive summary is a prose table of contents that outlines the main points of the reports.

   (k) A letter of authorization usually follows the direct request plan.

II. Do as Directed :   **10**

   (a) Define the terms : (any **five**)   **5**

      (i) Ethical Dilemma

      (ii) The 2 + 2 = 4 Approach

      (iii) Plagiarism

      (iv) Emotional Appeals

      (v) Culture

      (vi) Yardstick Approach

   (b) Answer any **5** questions from the following :   **5**

      (i) What do you mean by informal communication ? State two major advantages of it.

      (ii) What do you mean by preview and review ?

      (iii) What are the three major ways to organize analytical reports ?

(iv) What are the two approaches to write effective business messages ?

(v) What are the three supplementary parts often included in formal reports ?

(vi) How can you make sure that your feedback is constructive ?

III. Answer the following in detail : (any **two**)   **10**

(i) What are the four tasks involved in completing business reports and proposals ?

(ii) What do you mean by letter of transmittal ? How it is different from letter of Authorization ?

(iii) Why do you think good communication in an organization improves employee attitudes and performance ?

IV. Distinguish between the following : (any **five**)   **10**

(i) You attitude and we attitude.

(ii) Conclusion and Recommendation

(iii) Emotional Appeals and Logical Appeals

(iv) Persuasive messages and routine messages.

(v) Appendixes and Bibliography

(vi) Receptive audience and Skeptical audience.

V. Do as Directed : (any **five**)   **10**

(a) Rephrase the following in fewer words :   **2**

   (i) In order that

   (ii) For the purpose of

(b) Rewrite the following sentences to eliminate the indefinite starters :   **2**

   (i) It would be greatly appreciated if every employee would make a generous contribution to their cook's retirement party.

   (ii) There is a rule that states that we cannot work overtime without permission.

(c) Revise the following sentences, using shorter, fewer and simpler words :   **2**

   (i) It is imperative that the pay increments be terminated before an inordinate deficit is accumulated.

   (ii) The antiquated calculator is ineffectual for solving sophisticated problems.

(d) Write a concrete phrase for the following vague phrases :   **2**

   (i) Increased efficiency

   (ii) A substantial saving

(e) As a Manager, how can you impress on your employees the importance of strong business ethics when dealing with colleagues, customers and public ?   **2**

(f) Some writers argue that planning messages wastes time because they inevitably change their plans as they go along. How would you respond to this argument ? Briefly explain.   **2**

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