

ADVANCED COMMUNICATION

(Common to all)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 What do you understand by the concept of Managerial Communication? Discuss its need and importance in the present day business environment. 10M
- OR
- 2 "Effective Listening is the basis for success of Communication". Discuss. 10M
- 3 What is meant by Business Letter? Write a format of business letter of your choice. 10M
- OR
- 4 What is meant by Formal Report? Distinguish between formal report and informal report. 10M
- 5 What precautions are required while conducting meetings in a large scale organization? 10M
- OR
- 6 What is meant by Filing? Outline various methods of Filing. 10M
- 7 "Conducting Interview is an Art". What are the types of Interviews? Explain. 10M
- OR
- 8 Discuss in detail about various strategies of Communication. 10M
- 9 Do you support the concept of using technology in Communication? Give reasons. 10M
- 10 "Technology plays a vital role in Presentations". Discuss. 10M

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Contd. In Page 2

Code: 21E00207a

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study/Problem:** 10M

Mr. And Mrs. Basu went to Woodlands Apparel to buy a pullover. Mr. Basu did not read the price tag on the piece selected by him. At the counter, while making the payment he asked for the price. Rs. 950 was the answer.

Meanwhile, Mrs. Basu, who was still shopping came back and joined her husband. She was glad that he had selected a nice black pullover for himself. She pointed out that there was a 25% discount on that item. The counter person nodded in agreement.

Mr. Basu was thrilled to hear that. "It means that price of this pullover is just Rs. 712.50". "That's fantastic", said Mr. Basu. He decided to buy one more pullover in green colour.

In no time, he returned with the second pullover and asked them to be packed. When he received the cash memo for payment, he was astonished to find that he had to pay Rs. 1900 but not Rs. 1,424.

Mr. Basu could hardly reconcile himself to the fact that the counter person had quoted the discounted price which was Rs. 950. The original price printed on the price tag was Rs. 1,266.

Questions:

- Identify the three sources of Mr. Basu's information.
- Discuss the main filter involved in the case.
- What would Mr. Basu have done to avoid the misunderstanding?
- Who is to be blamed for this communication gap? And Why?

Page 2 of 2

Time: 3 hours

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SECTION-A

(Answer the following: 05 X 10-50 Marks)

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| 1 | (a) Discuss the important barriers in the communication process. | 5M |
| | (b) "Listening is the key ingredient of effective Communication". Comment. | 5M |
| OR | | |
| 2 | (a) Explain the process of organizational communication in detail. | 5M |
| | (b) Discuss the various steps for improving Active Listening skills. | 5M |
| 3 | (a) What is a Business letter? Discuss the types of Business letters. | 5M |
| | (b) What is a Memo? How is it different from a Circular? | 5M |
| OR | | |
| 4 | (a) Write a letter to a General Insurance Company to assess loss by fire. | 5M |
| | (b) Write a specimen of Memo concerning the transfer of an employee from one department to another. | 5M |
| 5 | (a) What arrangements need to be made to ensure the smooth conduct of meeting? | 5M |
| | (b) What do you mean by "Minutes of the meeting"? Discuss how to record the minutes of the meeting. | 5M |
| OR | | |
| 6 | Explain, how an effective meeting can be conducted? | 10M |
| 7 | What is an appraisal interview? What points should the manager keep in mind to make the appraisal interview a constructive exercise? | 10M |
| OR | | |
| 8 | Discuss the various management strategies for conflict resolution? | 10M |
| 9 | (a) Explain the tips for making emails effective. | 5M |
| | (b) Explain the technology used to make effective presentation | 5M |
| OR | | |
| 10 | Discuss the various technology based communication tools in detail | 10M |

SECTION-B

(Compulsory question, 01 X 10-10 Marks)

- 11 **Case Study Problem:** 10M

John is a 27-year old who is a food service manager at a casual dining restaurant. He is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language. John is Safe Serve certified and tries his best to keep up with food safety issues in the kitchen but he admits it's not easy. Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and hand washing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of John in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely.

One day John comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing, especially after working on his car last evening. When he walks into the kitchen he notices several trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting at room temperature for quite some time. Frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety. He has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can temp food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands. John is frequently.

Question:

- 1 What are the communication challenges and barriers John is facing? Suggest solutions.
- 2 What are some ways John could use effective communication as a motivator for employees to follow safe food handling practices?

Code: 21E00207a

MBA II Semester (R21) Regular & Supplementary Examinations July 2024

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SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) Discuss on the barriers of communication. 5M
(b) Describe on the importance of modulation and its importance. 5M
OR
- 2 (a) Explain on the factors of effective listening. 5M
(b) Elaborate on the importance of body language 5M
- 3 (a) Explain formal reports. 4M
(b) Describe technical proposals. 6M
OR
- 4 (a) Discuss on types of business letters. 7M
(b) Differentiate circular and notice. 3M
- 5 (a) Explain the contents in meeting invitation. 5M
(b) Brief of preparing minutes of meeting. 5M
OR
- 6 (a) How meeting can be documented. 5M
(b) Discuss on meeting be conducted with etiquette. 5M
- 7 (a) Elaborate on win-win strategy. 5M
(b) Elucidate on the significance of bargaining. 5M
OR
- 8 (a) Discuss on managerial negotiations. 5M
(b) Discuss on the process of interview. 5M
- 9 (a) Compare conventional and computer based communication process. 6M
(b) Explain how data be collected and analyzed using technology. 4M
OR
- 10 (a) Discuss on Microsoft tools for data analyzing. 6M
(b) Describe on the role of technology in presentation. 4M

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study/Problem:** 10M
As a HR profession of IT company, prepare an agenda, notice and minutes for the meeting with UK client on the gaming application.
