

Printed Pages—3

MBA018

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7108

Roll No.

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M.B.A.

(SEM. I) THEORY EXAMINATION 2011-12
COMMUNICATION FOR MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note :- Attempt all questions.

PART—I

1. Answer any **four** of the following in about 250 words :

(4×5=20)

- (a) What do you mean by 'encoding' and 'decoding' of messages ? Illustrate your answer with an example.
- (b) Imagine a situation in which a manager gives only oral instructions to his subordinates. What problems do you think can crop up in such a situation ?
- (c) What do you mean by 'sign language' ? Discuss the use of at least two examples of sign language.
- (d) Is it always better to have a group decision than to have an individual decide for a group/organization ? What problems may it lead to ?

- (e) Why is it desirable to avoid the use of jargon ?
- (f) Discuss the statement, "The appearance of a letter is a part of its message".

PART—II

2. Attempt any **two** questions from the following : (15×2=30)
- (a) Write an application offering your candidature for the post of management trainee, which was recently advertised in the Times of India ?
- (b) You, as a marketing manager has been entrusted with the task of conducting and preparing a market research to know the market potential of a new product which your company is intending to launch in the market in near future. Prepare a draft report.
- (c) Prepare a curriculum vitae, for submitting it to a company in order to apply for a manager's job.

PART—III

(12.5×4=50)

3. "Verbal communication is more important than nonverbal communication." Comment.

OR

In business communication, courtesy and clarity are as important as conciseness and completeness. Discuss.

4. What is a memo and what factors should be kept in mind for writing a good memo ?

OR

Describe the role of information technology in making the communication more effective.

5. Describe briefly the important rules of good writing. What precautions would you take in order to make your writing more effective ?

OR

What is the role of feedback in communication ? Give suggestions to make feedback effective.

6. Why do we need meeting ? What are the necessary steps to be taken before calling a meeting ?

OR

On what basis would you choose your method to communication ?