

Basavarajeswari Group of Institutions
BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT
 (Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code

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First Semester MBA Degree Examinations, October/November 2022
MANAGERIAL COMMUNICATION

Duration: 3 hrs

Max. Marks: 100

- Note:* 1. Answer any FOUR full questions from Question No. 1 to 7.
 2. Question No. 8 is compulsory
 3. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1.	a. Define communication.	03	(1 : 1 : 1)
	b. Outline the classification of communication.	07	(2 : 1 : 1)
	c. Explain the Shannon-weaver model of communication.	10	(2 : 1 : 1)
2.	a. State the purpose of communication.	03	(1 : 1 : 1)
	b. Describe the 7C's of successful communication.	07	(2 : 1 : 1)
	c. Outline the principles of successful oral communication.	10	(2 : 2 : 2)
3.	a. Comment on conversation control.	03	(1 : 2 : 2)
	b. Discuss planning team and online presentations.	07	(2 : 2 : 2)
	c. Illustrate the process of practicing and delivering presentations.	10	(3 : 2 : 2)
4.	a. Discuss the clarity in writing.	03	(2 : 3 : 3)
	b. Prepare a memo to update all employees about the appointment of Mr. Akhil as new CEO. Assume yourself as the manager of tortoise corporation.	07	(2 : 3 : 3)
	c. Examine the 3×3 writing process systematically.	10	(3 : 3 : 3)
5.	a. List the different kinds of report.	03	(1 : 4 : 4)
	b. Discuss guidelines to write executive summary.	07	(3 : 4 : 4)
	c. Determine the structure of written case analysis.	10	(4 : 4 : 4)
6.	a. Outline the meaning of interview.	03	(2 : 5 : 5)
	b. Compose a suitable resume highlighting the skills sets required for the post of lead digital marketing manager.	07	(5 : 5 : 5)
	c. ABC international co. ltd has advertised for the post of senior marketing manager in "Times of India" dated 05 th January 2022. Assume yourself as Mr. Ranganathan & compose application letter for the above post.	10	(5 : 5 : 5)

Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO – Programme Outcome)

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| 7. | a. List the process of meeting documentation. | 03 | (1 :5 : 5) |
| | b. Explain the advantages and disadvantages of Email. | 07 | (3 :4 : 4) |
| | c. Compose a letter of appointment for the post of senior accountant in Kumar & co. Ltd, Mention pay scale, probation period and other terms & conditions of service. | 10 | (5 :4 : 4) |

8.

Case study

Communication Failure

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 there was a 25% discount on that item. The counter person nodded in agreement.

Mr. Basu was thrilled to hear that. "It means the price of this pullover is just Rs. 712. That's fantastic", said Mr. Basu.

In no time, he returned with the second pullover and asked them to be packed. When he received the case memo for payment, he was astonished to find that he had to pay Rs. 1,900 and 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.

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| a. | Identify the three sources of Mr. Basu's information. | 05 | (2 :4 : 4) |
| b. | Discuss the main filter involved in this case. | 05 | (2 :4 : 4) |
| c. | Explain What Mr. Basu should have done to avoid the misunderstanding. | 05 | (4 :4 : 4) |
| d. | Examine Who is to blame for this communication gap? And Why? | 05 | (4 :4 : 4) |

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