

FACULTY OF MANAGEMENT

**M.B.A. III – Semester (OLD) & MBA V – Semester (Evening) Examination,
May / June 2019**

Subject: Managerial Communication

Course No.3.1 / 5.1

Time: 3 Hours

Max. Marks: 80

Note: Answer all the questions.

**PART – A (10x2 = 20 Marks)
[Short Answer Type]**

1. Answer the following in not more than 75 words.

- a) Barriers to effective listening
- b) Verbal Communication
- c) Persuasive speaking
- d) Informal Communication
- e) Active Listening
- f) Grapevine Communication
- g) Types of Reports
- h) Importance of feedback
- i) Investor relations
- j) Crisis Communication.

**PART – B (5x12 = 60 Marks)
[Essay Answer Type]**

Note: Answer all the questions by using internal choice.

- 2 a) What are the advantages and disadvantages of oral communication?
OR
b) Define 'Communication'. What are the various objectives of communication?
- 3 a) Distinguish between formal and informal communication.
OR
b) Outline briefly the approaches to negotiations.
- 4 a) Identify various barriers of communication. Suggest measures to overcome these barriers.
OR
b) What are your suggestions to build better relations with media?
- 5 a) Outline the essentials of effective business correspondence.
OR
b) Write a business letter ordering some goods of your choice.
- 6 a) Examine the need and significance of report writing.
OR
b) What is a formal report? What are its features?