

180 - Managerial Communication – Model Paper

Register Number :

Name of the Candidate :

6 6 1 9

M.B.A. DEGREE EXAMINATION, 2013

(HUMAN RESOURCE MANAGEMENT)

(FIRST YEAR)

(PAPER - VIII)

180. MANAGERIAL COMMUNICATION

*[(Common with M.B.A.
[Marketing Management] and
Financial Management)]*

May] [Time : 3 Hours

Maximum : 75 Marks

SECTION – A (5 × 3 = 15)

1. *Explain any FIVE of the following:*

- (a) Communication objectives.
- (b) Counselling.
- (c) Slanting.

Turn Over

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- (d) Oral communication.
- (e) Conviction.
- (f) Video conferencing.
- (g) Circular.
- (h) Routine Report.

SECTION – B (3 × 10 = 30)

Answer any THREE questions.

ALL questions carry EQUAL marks.

- 2. State and explain the important objectives of communication.
- 3. Discuss the essentials of an interpersonal communication.
- 4. Evaluate formal communication in terms of its merits and demerits.
- 5. How will you design and develop oral presentation?
- 6. What are the technological aids available to communication.

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SECTION -C (1 × 15 = 15)

Answer any ONE question.

- 7. Discuss the different barriers to communication.
- 8. Compare and contrast written communication with oral communication.
- 9. What is the main purpose of a business letter? What points should the writer of a business letter keep in mind so that his purpose may be served better?

SECTION – D (1 × 15 = 15)

(Compulsory)

- 10. As the manager of a publishing company in Bangalore, write a letter to be addressed to the teachers in schools and colleges announcing the publication of a new Kannada – English dictionary mentioning all its attractive features.