

[11005/11105]

**M.B.A/ M.B.A. TOURISM AND HOSPITALITY DEGREE EXAMINATIONS
FIRST SEMESTER**

PAPER - V : MANAGERIAL COMMUNICATION SKILLS

(2016-17 and 2017-18 Admitted Batches)

(Common for M.B.A. and M.B.A. T and H)

Time : 3 Hours

Maximum Marks: 75

SECTION - A

I. Answer any FIVE questions not exceeding one page each. (5×4=20)

1. Audio visual communication.
2. Suggestions to improve listening skills.
3. Johari window
4. Interpersonal perception
5. Telephonic communication
6. Special Reporting
7. Formal Report
8. Exchange Theory

SECTION - B

II. Answer ALL the questions not exceeding 4 pages each. (5×8=40)

1. a) Define 'communication'. Distinguish between written communication and oral communication.

(OR)

- b) What is non-verbal communication? Suggest measures to improve non-verbal communication.

2. a) What is formal communication? Distinguish between formal and informal communication.

(OR)

- b) Outline the models available for Inter personal communication.

3. a) Evaluate the Role of Emotion in Inter Personal Communication.

(OR)

- b) Elucidate various Barriers of communication.

4. a) What are the essentials of Effective Business correspondence?

(OR)

- b) Discuss the need for the use of Technology in Business Communication.

5. a) What is the process involved in the organisation of Press Report?

(OR)

- b) Evaluate the significance of report writing in the present day business environment.

SECTION - C

III. Case study (Compulsory):

(1×15=15)

Your are the senior HR executive of XYZ Co. Ltd. As a sequel of series of meetings with the employees, who vehemently opposed the existing unilateral decision making system, the top management was in favour of introducing participative style in the decision making process. However, before arriving at a final decision and its implementation, the top management was desirous to consider the interventions of all the middle level and first level managers on this very important issue.

In this regard, the top management entrusted you with the task of bringing the above information to the notice of all the concerned in a detailed way in the form of a circular and also convene a special meeting with the target people inviting their intelligent interventions on the style of decision making process and its implications.

Thus, you are required to prepare a detailed circular covering the issues mentioned above encouraging and motivating all the concerned associates in the company to participate in the meeting.
