



10907

**I Semester M.B.A. Degree Examination, July 2022  
(CBCS Scheme)  
MANAGEMENT  
Paper – 1.7 : Communication Skills**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any five** questions, **each** carries **5** marks. **(5×5=25)**

1. What are the 7C's of communication ? Explain.
2. What is group discussion ? Explain how a group discussion can be made effective.
3. Define listening. What are the features of a good listener ?
4. Describe the Do's and Don'ts of PowerPoint presentation.
5. What are the barriers of communication ?
6. Define a team. What are the characteristics of a successful team ?
7. Discuss the influence of various culture on conflict resolution.

**SECTION – B**

Answer **any three** questions, **each** carries **10** marks. **(10×3=30)**

8. Explain components of non-verbal communication.
9. Discuss the elements and essentials of writing an effective report.
10. Express Cards showroom has advertised for management trainee in Indian Express Newspaper. Draft a covering letter and resume, assuming you are Sangeetha who has just completed your MBA course.

**P.T.O.**



11. Imagine you are the Sales Manager of a restaurant and hotel having party halls. A regular customer of your hotel enquires about reservation on 15 December for a group of friends to celebrate his birthday. On checking the schedule, you found out that the entire party halls are fully booked. There is one mini hall available for the same day, which is chargeable for use over and above the charges for the drinks and snacks. Draft an e-mail to the customer offering an alternative model. Your objective is not to lose a loyal customer.

### SECTION – C

12. **Compulsory Question :** **(15×1=15)**

Patel, a research assistant working for a major chemical company, conducted research on various safe compound to be used for manufacturing pesticides. After conducting detailed research on various compounds he had synthesized, he wrote a detailed report. The bulk of the report consisted of tables, diagrams and formulae regarding their chemical properties, molecular structure and data from toxicity tests. There was a casual mention at the end of the report that one of the compounds might be a particularly safe and effective insecticide.

The report was not acted upon seriously in the company. Mr. Patel, having felt frustrated for not being taken seriously about his research, left the company after one year. Seven years later, the same company launched a major research program to find more effective but environmentally safe insecticides. One of the member in the research team found a copy of the report submitted by Mr. Patel after six months of research. A few hours of further testing confirmed that one of compounds synthesised by Mr. Patel was the safe, economical insecticide they had been looking for.

#### **Questions :**

- a) Explain why the report submitted by Mr. Patel was not appreciated in the company ? What went wrong in his communication ?
- b) If you were writing the same report what could have been the structure of the report so as to effectively communicate the findings ?