



**I Semester M.B.A. Degree Examination, May/June 2023
(CBCS Scheme)
MANAGEMENT**

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 is Business Communication ? Explain the importance of Business Communication.
2. Define effective report writing. Explain the stages of writing.
3. What are Listening Skills ? Brief about different types of Listening skills.
4. What do you mean by teams in organization ? Explain the characteristics of effective teams.
5. What is Organizational Conflict ? Explain the different sources of conflict.
6. Explain the barriers to oral communication.
7. Difference between verbal and non-verbal communication.

SECTION – B

Answer **any three** questions, **each** carries **10** marks.

(10×3=30)

8. Explain the fundamentals of oral communication. Discuss the different types of oral communication with example.
9. Write in detail about the anatomy of poor listener and features of poor listener.
10. What do you mean by negotiation in organization ? Explain the different types of negotiating strategies.

P.T.O.



11. Draft a commercial letter, as you are “James Thompson” part of a Cargo Company, requesting to tie up with “Hasker Software Solution”, to track the status of the goods and to provide software solution to the Company.

From

James Thompson,
Executive Manager,
Thompson Cargo Pvt. Ltd.,
California

To

Laurie Philips,
Director,
Hasker Software Solution,
Norway

SECTION – C**(Case Study)****Compulsory Question.****15**

12. A German Junior Executive, Michael, working in a Computer Graphics Company, was unaware that he was making his team angry. They thought he behaved arrogantly and he seemed to think he was better than they were. He was up for a promotion, but unfortunately no one wanted to work with him, nor recommend him.

That's when the company called the Manager to see whether Michael was even aware of the feelings of his team. When the Manager talked to him, he didn't understand why people around him weren't as friendly as he expected them to be. So, the Manager first had to identify the inconsistencies in the communicative patterns of Michael and what attitudes he showed and why he was annoying people in order that corrective measures can be taken.

Questions :

- Imagine that you are the Manager and present how you would see that Michael improves his communication.
- Suggest methods to develop the interpersonal communication among the team members.
- What type of communication challenges Michael is facing ?