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Roll No. ....

**576115(76)**

**676314(76)**

**M. B. A. (First Semester) Examination,**

**Nov.-Dec. 2021**

**(New Scheme)**

**(Management Branch)**

**MANAGERIAL COMMUNICATION**

***Time Allowed : Three hours***

***Maximum Marks : 80***

***Minimum Pass Marks : 32***

***Note : Question paper is divided in 4 parts. A, B, C  
and D. Internal choices are given.***

**Part-A**

**2×10**

***Note : Attempt any two. All questions carry equal  
marks.***

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**PTO**

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1. "Communication is the sum of things a person does when he wants to create understanding in the mind of the other." Discuss.
2. Discuss various Communication Networks in an business organisation.
3. "It is necessary for a business man to make use of combination of the various media available." Discuss the following statement.

**Part-B**

**2×10**

*Note : Attempt any two. All questions carry equal marks.*

4. Describe the various communication barriers that make the communication ineffective.
5. You are purchase manager of Gateway Hotel, New Delhi. You have received delivery of 500 crystal glasses form Glassware Pvtl Ltd., Mumbai. On delivery 100 glasses were found broken. Write a complaint letter for the same asking for replacement or cash back.

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6. Write a Memo to the manager of your firm suggesting a change in working hours of employees of the department so as to ensure prompt delivery of goods.

**Part-C**

**2×10**

*Note : Attempt any two. All questions carry equal marks.*

7. Interviews were largely very flexible and had no written rules or principles as such, but now a days, ever Interviews have some fundamental principles and rules. Briefly explain rules for Interview.
8. Assume that you are the Secretary in attendance at the tenth general meeting of Gopal Industries, New Delhi. Write minutes of the meeting held for discussing Budget for financial year.
9. Draft a Press Release for launching new Sofa-cum-Bed.

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10. Solve the following case :

### CASE STUDY

#### **Goodwill Corporation Ltd.**

The president of Goodwill Corporation Ltd., Mr Abhishek Mukherji, wanted to facilitate upward communication. He believed an open-door policy was a good option. He announced that his own door was open to all employees and encouraged senior managers to do the same. He felt this would give him a way to get early warning signals that would not be filtered or redirected through the formal chain of command. Mukherji found that many employees who used the open-door policy had been with the company for years and were comfortable talking to the president. Sometimes messages came through about inadequate policies and procedures. Mukherji would raise these issues and explain any changes at the next senior managers' meeting. The most difficult complaints to handle were those from people who were not getting along with their bosses.

One employee, Anand, complained bitterly that his manager had over committed on behalf of the department and put everyone under tremendous pressure. Anand argues that long hours and low morale were major problems. However, he would not allow Mukherji to either bring the manager into the discussion or seek out other employees to confirm the complaint. Although Mukherji suspected that Anand might be right, he could not let the matter lie and said, 'Have you considered leaving the company?' This made Anand realize that a meeting with his immediate boss was unavoidable.

Before the three-party meeting, Mukherji contacted Anand's manager and explained what was going on. He insisted that the manager come to the meeting willing to listen and without hostility towards Anand. During the meeting, Anand's manager listened attentively and displayed no ill will. He learned the problem from Anand's perspective and realized he was over his head in his new job. After the meeting, the manager said he was relieved. He had been promoted into the job from a technical position just a few months earlier and had no management or planning experience. He welcomed Mukherji's offer to help him do a better job of planning.

**Questions :**

- (i) What techniques increased Mukherji's communication effectiveness?
- (ii) Do you think that an open-door policy was the right way to improve upward communication? What other techniques would you suggest?
- (iii) What problems do you think an open-door policy creates? Do you think many employees are reluctant to use it? Give reasons for your answer.