

1M6118

Roll No. _____

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MBA I - Sem. (Main / Back) Exam., Dec. 2019

M-108A Communication for Management

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

SECTION - A

Q.1 'Communication is only successful if the meaning of the message is shared by both the sender and receiver'. Comment quoting relevant examples. Also highlight the concept of 7C's for effective communication. [10+4=14]

Q.2 'Communication Skills are Important in the Workplace' in this context, throw light on the impact of technological advancement on business communication. [14]

Q.3 (a) Is it more important to be a good listener or a good communication? Support your answer with reasons. [7]

(b) As a sales manager in an insurance firm which one will you prefer written or verbal communication and why? [7]

- Q.4 (a) How will you write a letter to a reputed company to ask about internship opportunities? [7]
- (b) A project manager is having trouble getting a project member to complete their tasks as assigned. What type of communication would the project manager want to use to address this problem? [7]
- Q.5 (a) What is the correct format for a business letter? Explain with example. [7]
- (b) What are some ways to use the case method appropriately? [7]
- Q.6 (a) What are the pre – conditions of a meeting to be successful? [7]
- (b) How does one prepare for a press conference? [7]

SECTION - B

Case Study

- Q.7 (a) Describe a memorable presentation you've attended. What made it successful? Elaborate. [7]
- (b) Write a formal report as a Marketing manager to your company's Vice – president marketing on the reasons you have investigated for the sudden fall in demand for your product. You can assume the place, company and the product while covering the sequence of contents of the report. [7]