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**6868**

Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION December 2014**

**(HUMAN RESOURCE MANAGEMENT)**

**(FIRST YEAR)**

**180. MANAGERIAL COMMUNICATION**

**(Common with M.B.A (M.M and M.B.A (F.M))**

Time: Three hours

Maximum: 75 marks

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**SECTION – A**

**(5×3=15)**

**Answer any FIVE questions**

**1. Write short note on:**

- a) Communication
- b) Media
- c) Informal communication
- d) Group communication
- e) External system mix
- f) Visual aids
- g) E-Mail
- h) Video conference

**SECTION – B**

**(3×10=30)**

**Answer any THREE questions**

2. What are the various principle of effective communication?
3. Explain the various types of communication present in organisation.
4. What is the gateway to effective interpersonal communication?
5. Explain the relationship of group communication and performance of a group.
6. What is the use of writing bibliography? Give examples of how do you write bibliography to books, journals, websites etc.

**SECTION–C**

**(1×15=15)**

**Answer any ONE question**

7. What are the various factors affecting communication in organisation?
8. What is grapevine communication? Is it is good or bad to the organization? Justify your answer.
9. What are the important points to be kept in mind while writing a report?

**SECTION–D**

**(1×15 =15)**

**(Compulsory)**

10. Write a letter to your supplier to take back the goods supplied by him because of poor quality.

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