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Register Number :

6913

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(HOTEL MANAGEMENT AND TOURISM)

(SECOND YEAR)

220 — MANAGERIAL COMMUNICATION

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions.

(5 × 3 = 15)

All questions carry equal marks.

1. What do you mean by written communication?
2. What are the merits of upward communication?
3. What are the various communication media?
4. What do you mean by leadership styles?
5. List the three importance of leadership.
6. What is group dynamics?
7. Why does group conflict arise?
8. What are the objectives of sales promotion?
9. What is Advertising?
10. What are characteristics of Formal Organisation?

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

All questions carry equal marks.

11. Discuss the different barriers of communication.
12. Discuss the steps from making communication effective.
13. What do you mean by communication network? Discuss the relative merits and demerits of formal and informal communication.

14. "Advertising brings long-term benefit, but sales promotion is for quicker result" – Discuss.
15. Discuss the merits and features of effective interpersonal communication.

SECTION C

Answer any ONE question.

(1 × 15 = 15)

16. "Management is a two-way traffic: it is based upon the effective machines of communication"- Discuss.
17. "Communication is sharing of ideas" Discuss and bring out the process of communication.
18. What quality should be possessed by a good advertisement copy?

SECTION D

Compulsory.

(1 × 15 = 15)

19. In administration there is always a complaint that the higher officials at the head quarters do not appreciate the difficulties of field workers. Assume that you are a human resource manager of this company and how to analyse the causes of conflict between headquarters and the field functionaries and how to rectify the conflict as a Human resource manager.
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