

MBA 2nd Semester Examination – 2016

Subject: Business Communication

Paper No.: 201

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions. Each question carry equal marks.

Unit - I

Q. No.1. What is the greatest challenge for a manager while performing his/ her job? Why communication as manager is different?

Or

As a manager, how can you impress on your subordinates the importance of strong business ethics when dealing with colleagues, customers, and general public?

Unit – II

Q. No. 2. Is it important to establish credibility when communicating with strange audience? If yes, how can you establish your credibility?

Or

List the factors to consider when choosing the most appropriate medium for your communication. What factors do determine media richness?

Unit – III

Q. No. 3. Explain the importance of recognizing cultural variations and list eight categories of cultural differences.

Or

“Listening is an art and like any other art, it has to be cultivated consciously”. Discuss, with the help of suitable personal examples.

Unit – IV

Q. No. 4. What do you understand by “Six Thinking Hats”? How this technique may be used in day-to-day life?

Or

At your last department meeting, three people monopolized the entire discussion. What can you do at the next meeting to encourage other department members also to voluntarily participate?

Unit – V

Q. No. 5. The President of Goodwill Corporation Ltd., Mr. Abhishek Mukherjee, wanted to facilitate upward communication. He believed that 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 way to get early warning signals that would not be filtered or redirected through the formal chain of command. Mukherjee 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. Mukherjee 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 argued that long hours and low morale were major problems. However, he would not allow Mukherjee to either bring the manager into the discussion or seek out other employees to confirm the complaint. Although Mukherjee suspected that Anand might be right, he could not let the matter remain unattended 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, Mukherjee contacted Anand's manager and explained what was going on. He insisted that the manager come to the meeting should be willing to listen 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. 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 Mukherjee's offer to help him do a better job of planning.

1. What techniques increased Mukherjee's communication effectiveness?
2. Do you think that an open-door policy was the right way to improve upward communication? What other techniques would you suggest?
3. What problems do you think an open-door policy creates? Do you think many employees are reluctant to use it? Give reason for your answer.