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Roll No. _____

3251

**MBA First Year 2nd Semester
Examination, 2014
Business Communication**

Paper No. : 201

Time Allowed : Three Hours] [Maximum Marks : 75

Note: Attempt **all** questions. **All** questions carry equal marks.

Unit - I

1. What is the greatest challenge for a manager while performing his/her job? Why communication as manager is different?

OR

Differentiate between ethical dilemma and ethical lapses. How can you ensure ethical

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communication?

Unit - II

2. Is it important to establish credibility when communicating with strange audience? If yes, how can you establish your credibility?

OR

As a member of the public relations department, what medium would you recommend using to inform the local community that your toxic-waste cleanup program has been successful? Why?

Unit - III

3. Clarify the importance of nonverbal communication and describe six categories of non-verbal communication.

OR

Elaborate how information can be transmitted and interchanged effectively by means of technology in organizations.

Unit - IV

4. What do you understand by "Six Thinking Hats"? How this technique may be used in day-to-day life?

OR

How can organizations help team members successfully resolve conflict? Explain and illustrate.

Unit - V

5. The President of Goodwill Corporation Ltd., Mr. Abhishek Mukherji, 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. 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 argued 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 man-

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ager come to the meeting should be 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. 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.

1. What techniques increased Mukherji'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?

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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.