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Roll No. \_\_\_\_\_

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**MBA First Year 2<sup>nd</sup> Semester Examination, 2010**

**BUSINESS COMMUNICATION**

**Paper No. : 201**

*Time Allowed : Three Hours] [Maximum Marks : 75*

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

**Unit-I**

1. Because of your excellent communication skills, your boss always asks you to write his reports for him. When you overhear the CEO complimenting him on his logical organization and clear writing style, he responds as if

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he'd written all those reports himself. You're angry, but he's your boss. What can you do? Briefly explain your answer.

**OR**

Why do you think good communication in an organisation improves employee attitudes and performance? Explain briefly.

### **Unit-II**

2. If a colleague needs to convert a 10 page report to a presentation, what advice would you give in terms of converting paragraphs of text to effective electronic slides?

**OR**

Some writers argue that planning messages waste time because they inevitably change their plan as they go along. How would you respond to this argument? Briefly explain.

**Unit-III**

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

**OR**

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

**Unit-IV**

4. Discuss the role of a leader in a meeting. Why is his/her role so crucial in leading an effective meeting?

**OR**

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

5. The President of Goodwill Corporation Ltd., Mr.

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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 manager come to the meeting willing to listen and with-

out hostility towards Anand. During the meeting, Anand's manager listened attentively and displayed no ill will. He learned the problem from Anand's perspective and realized he was over his head in his new job. 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 had 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?
3. What problems do you think an open-

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door policy creates? Do you think many employees are reluctant to use it? Give reason for your answer.