

Roll No.

Total No. of Questions : 13]

[Total No. of Printed Pages : 6

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M.B.A. Ist Semester (FT)

Examination, 2018

Communication Skills

Paper - CP-104

Time : 3 Hours]

[Maximum Marks : 80

Note :- Attempt both sections.

SECTION - 'A'

4×8=32

Short Answer Type Questions

Note :- Attempt any **four** out of eight questions. Each questions carries 8 marks.

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(1)

P.T.O.

1. Explain Downward, Upward and Lateral Communication along with their pros and cons.
2. Explain the terms passive listening, Marginal listening, Projective listening, Emphatic Listening and Attentive listening.
3. Explain different kinds of reports in detail. Name the type of report which focuses on possibility (yes/no) of establishing an oil refinery ?
4. Explain four kinds of Grapevine communication in detail.
5. Explain Essential Parts of Resume. Also explain separately the types of Resume. Highlight the Importance of covering letter in Resume.
6. Explain the terms (1) Encoding (2) Decoding (3) Feedback.
7. Write a short note on "Role of Silence in Communication".
8. Assume that you are employed in the accounting department for a large company XYZ. Your department paper printer has been causing problems because it gets used so much. Write a business memo to the purchasing manager

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explaining the problem and requesting the purchase of a new, larger capacity paper printer. Provide a rationale for the expense.

SECTION - 'B' 16×3=48

Long Answer Type Questions

Note :- Attempt any **three** out of five questions. Each questions carries 16 marks.

9. Write detailed structured short notes on all the following
- (a) Kinesics
 - (b) Proxemics
 - (c) Chronemics
 - (d) Paralanguage & Artefacts
10. For a Group discussion (GD) on "Advantages and Disadvantages of Social Networking Medium" write salient points both for and against the topic (Minimum two Each) assuming you are a participant in group discussion.
11. As the purchase officer of Sandeep Traders, Raipur you ordered three full-size almirahs. When the consignment arrived, you find two almirahs in damaged condition which were supplied by Raj Furniture House, Bilaspur. Write a letter of complaint (Business letter) in this regard.

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P.T.O.

12. Read the following passage (written communication) and answers the sub-question given below :-

Motivators are things which induce an individual to perform. While motivation reflects wants, motivators are the identified reward, or incentives, that sharpen the drive to satisfy these wants. They are also means by which conflicting needs may be reconciled or one need heightened so that it will be given priority over another. Motivation refers to the drive and effort to satisfy a want or goal. A motivator, then is something that influences an individual's behaviour. It makes a difference in what a person will do. Obviously, in any organized enterprise, manager must be concerned about motivators and also incentive in their use. People can often satisfy their wants in a variety of way. A person can, for example, satisfy a desire for affiliation by being active in social club rather than in a business, meet economic needs by performing a job just well enough to get by, or satisfy status needs by spending time working for a political party. What a manager must do, of course, is

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use those motivators which will lead people to perform effectively for the enterprise that employs them. No manager can expect to hire the whole person, since people have desires and drives outside the enterprise. But if a company or any other kind of enterprise is to be efficient and successful, enough of every person's drives must be stimulated to ensure effective performance.

Questions :-

- (a) What is Motivation ?
- (b) Who is Motivators ?
- (c) The word affiliation means (pick the right option)
- (i) Fondness
 - (ii) Association
 - (iii) Written Statement
 - (iv) Assert Positively
- (d) An effective manager must (pick the right option)
- (i) Be active in social clubs
 - (ii) Join political party
 - (iii) Expect to hire a whole person

- (iv) Use those motivators which will lead people to perform effectively

13. Questions on Electronic Communication (E-mail).

As a recent buyer of their car, write an E-mail to the Manager of Smart automotive company, Mr. Ramesh Kapoor, regarding the poor quality of service facility available in city. Sign the E-mail as Mr. Suresh Sharma. You can use your own phrases along with all the Phrases/Outlines given below (Make sure you insert all the words into the body of your mail). Always remember that E mails are meant to be crisp, clear and smart.

Outline :

very few - service centres - complaint - pending problems - maintenance - cost - time - delivery - increase - customer satisfaction
