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Question Paper Code : YY 1505

M.B.A. DEGREE EXAMINATION, FEBRUARY 2010.

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Common to Second Semester MCA — R- 2007)

(Regulation 2009/2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Why is descriptive feedback considered better than evaluative feedback?
2. Give four examples for written form of business communication.
3. List the steps in the listening process.
4. What are the functions performed by non-verbal communication?
5. What are the benefits of being receiver-focused rather than sender-focused in written business communication?
6. What will you watch for in proof reading a business letter?
7. If readers need to be persuaded, which pattern – direct or indirect – of report organization will you use? Why?
8. Which visual aids will you use in a report to meet the following objectives :
 - (a) To compare one item with others
 - (b) To define a hierarchy of elements.
9. Give four examples for informational reports.
10. Define a proposal.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the basic model of communication process.

Or

- (b) What are the barriers to organizational communication? How can they be overcome? Discuss in detail.

12. (a) Analyze the communication barriers that caused miscommunication in the following case :

In Center Harbour, an observer recalls the day when Walter, a popular TV show anchor, steered his boat near the beach. The famous sailor was amused to see in the distance a small crowd on shore waving their arms to greet him. He could barely make out their excited shouts "Hello Walter, Hello Walter !" As his boat came closer, the crowd grew larger, still yelling. Pleased at the reception, Walter tipped his white captain's hat, waved back, even took a bow. But before reaching dockside, Walter's boat abruptly jammed aground. The crowd stood silent. He suddenly realized what they'd been shouting : "Low water, low water !".

Or

- (b) In an oral presentation, what are the techniques for gaining and keeping the audience attention?

13. (a) Read the following memo from a CEO to the Corporate Communications department. Do you think it will be effective? Can you improvise and re-write it?

Memo - 1

DATE : Feb 14

TO : Kumar, Corporate Communications

FROM : Tim, CEO

SUBJECT : NEW POLICY

This memo is written to inform you that I continue to receive disturbing reports about the misuse of e-mail by employees. In the course of the past three months I have heard of defamatory messages, downloads of pornography for all the staff to see, and even a basketball pool that turned into a gambling operation.

In view of the foregoing, I am herewith instructing your office that an e-mail policy for the staff is needed. By October 1 a rough draft of a policy should be forthcoming. At the very minimum it should inform each and every employee that e-mail is for business only. Employees must be told that we reserve the right to monitor all messages. No pictures should

be in the e-mail system without there being a valid reason. And we should not be using e-mail to be saying anything about personnel matters - such as performance reviews and salaries.

If you have any questions, do not hesitate to call.

Or

- (b) Select a product or service that has disappointed you in your recent purchase. Write a claim letter requesting refund, replacement, explanation or whatever seems reasonable. Generally, such letters are addressed to customer service departments.
14. (a) Explain the steps involved in the Report writing process.

Or

- (b) What is a business plan? Describe the contents of a typical business plan.
15. (a) Describe the components/contents of a formal business report.

Or

- (b) Illustrate with examples, how the following serve as structural cues for report readers.
 - (i) Introduction
 - (ii) Headings (multi-level)
 - (iii) Transitions.
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