

**Subject Code: MB1314/R13**

**M B A I Semester Regular Examinations, February-2014**

**MANAGERIAL COMMUNICATION & SOFT SKILLS**

**Time: 3 hours**

**Max Marks: 60**

**Answer any FIVE of the following**

**All questions carry equal marks. Q.No.8 is compulsory**

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1. Discuss the objectives of communication and State the role of media in communication
2. Discuss the problems in cross cultural communication. How they can be resolved
3. Explain the need for effective interpersonal communication
4. Discuss the barriers to effective communication. How they can be overcome
5. What are the essentials of effective business correspondence?
6. State how the use of technology in business communication help to an organization
7. What are different types of presentation? Discuss the techniques of presentation
8. **Case Compulsory**

Mr.Ranjan, the General manager of a Textile manufacturing company. During the long carieer at the company, which he had joined as an humble assistant, promotions came one after another culminating in his elevation to the present post.

But no sooner had Mr.Ranjan taken over the new job then problems began to pile up for him. The most upsetting of these was a threatened strike by the workers of the company on the question of Bonus. The workers demanded five months bonus as against 3 months bonus conceded by the company which even as it was, was more than any identical unit in the industry had given for a year.

Though the proposed strike did not materialize as a result of intervention by the local administration, the workers were not convinced of the rightness of the company's stand. They had a feeling that the management deliberately understated profits as to deny the workers their legitimate due. Many other stories had been circulating about an alleged wickedness on the part of management in that it spent lavishly on the maintenance of the managerial staff, but was very stingy when it came to providing benefits to workers. As one labour leader put it "Let the management not gloat over its victory. They do not know how terribly they are harming the interests of the company by alienating workers. Secretiveness in management is all right to some extent. But it should not be practiced so as to render the workers, who are no less important members of the Organization, strangers in their own work place".

Questions; 1. Do you think the present situation in the company is due to lack of proper communication between management and Workers?

2. What steps would you suggest to bridge the communication gap?

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