

Register Number :

Name of the Candidate :

**6 6 1 9**

**M.B.A. DEGREE EXAMINATION, 2012**

**( HUMAN RESOURCE MANAGEMENT )**

( FIRST YEAR )

( PAPER - VIII )

**180. MANAGERIAL COMMUNICATION**

*( Common with*

*M.B.A. [ Marketing Management ] &*

*M.B.A. [ Financial Management ]*

December ]

[ Time : 3 Hours

Maximum : 75 Marks

**SECTION – A** (5 × 3 = 15)

*ALL questions carry EQUAL marks.*

1. *Explain any FIVE of the following:*

(a) Media of Communication.

(b) Graperine.

**Turn Over**

- (c) Distortion.  
 (d) Visual communication.  
 (e) Brevity.  
 (f) Minutes.  
 (g) Academic Report.  
 (h) Glossary.
- Answer any THREE questions.*  
*ALL questions carry EQUAL marks.*
2. Outline the communication process.
  3. How will you manage interpersonal communication.
  4. Discuss the approaches to organizational communication?
  5. Bring out the essential characteristics of good speech.
  6. Explain the methodology to the followed while

**SECTION – B** (3 × 10 = 30)

drafting a report.

**SECTION – C** (1 × 15 = 15)

*Answer any ONE question.*

7. Discuss the different types of communication.
8. Suggest ways and means to solve management and communication problems of organisations.
9. What are the types of business report? What characteristics it should essentially possess?

**SECTION – D** (1 × 15 = 15)

*(Compulsory)*

10. You have recently joined a branch of your company as its manager. Write a report to the head office on the defects in the routine work of the branch.