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M.B.A. (Part-I) (Semester-I) (New) (CBCS)
Examination, January - 2017
BUSINESS COMMUNICATION (Paper-VI)
Sub. Code :68307

Day and Date : Monday, 02 - 01 - 2017

Total Marks : 80

Time : 10.30 a.m. to 1.30 p.m.

- Instructions :
- 1) Q.No.1 and 2 are compulsory.
 - 2) Attempt any two questions from Q. Nos. 3,4 and 5.
 - 3) Figures to the right indicate full marks.



Q1) Case Study

[20]

The President of Diamond Corporation Ltd. Mr. Amit, wanted to facilitate upward communication. He believed 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 a way to get early warning signals that would not be filtered through the formal chain of command. Amit 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. Amit would raise these issues and explain any changes at the next senior manager's meeting. The most difficult complaints to handle were those from people who were not getting along with their bosses.

One employee, Rajat, complained bitterly that his manager had overcommitted on behalf of the department and put everyone under tremendous pressure. Rajat argued that long hours and low morale were major problems. However, he would not allow Amit to either bring the manager into the discussion or seek out other employees to confirm the complaint. Although Amit suspected that Rajat might be right, he could not let the matter lie and said, 'Have you considered leaving the company?' This made Rajat realized that a meeting with his immediate boss was unavoidable.

Before the three-party meeting, Amit contacted Rajat's manager and explained what was going on. He insisted that the manager come to the meeting willing

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to listen and without opposition towards Rajat. During the meeting, Rajat's manager listened attentively and displayed no ill will. He learned the problem from Rajat's perspective and realized, he was new to this job. He had been promoted into this job from technical position just a few months earlier and had no management or planning experience. After the meeting, the manager said he was relieved. He welcomed Amit's offer to help him do a better job.

- a) What techniques increased Amit's communication effectiveness?
- b) What problems do you think an open-door policy creates? Do you think many employees are reluctant to use it? Give reasons for your answer.

Q2) How do you interpret the following non – verbal signs being sent by others? Do they always mean the same to you ? Does the situation play a role in your interpretation.? **[20]**

- a) Yawning,
- b) Keeping silent after a question or remark,
- c) Drooping shoulders,
- d) Leaning on a chair,

Q3) a) On behalf of Mr. Gupta, Manager for Eminent Trading company, Mumbai, draft a letter of complaint to Ramesh Brothers and Co., (Woolen goods manufacturer) Calcutta, for delivery of goods not according to specifications. (Imagine required details). **[10]**

- b) As the Marketing Head of "Garima Garments" you visited Europe to explore the possibility of entering the European market. You found that the company's garments were criticized for dull colours and limited range of sizes. Write the executive report to the company's directors recommending the changes to be made in the product design to enable the entry into European markets. **[10]**

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- Q4) a)** There are different kinds of people involved in a group discussion and to seek participation from everybody requires careful planning. Suggest ways of doing the same. **[10]**
- b) Is it ethical to tell lie if someone else gave you permission to? For example, the phone rings, you pick it up and your father tells you, if it is for me, tell them I am not at home', Else your boss may instruct you, 'Tell the customer it has been back ordered', when in reality, he/she forgot to order the part. **[10]**
- Q5) Write short notes on (any four):** **[20]**
- a) Barriers to Communication.
 - b) Quotations.
 - c) Agenda.
 - d) Artifacts.
 - e) SMS.
 - f) Video conferencing.

