

January 2016

Master of Business Administration (MBA) Examination

I Semester

Business Communication

Time : 3 Hours]

[Max. Marks : 80

Note : Attempt any four questions from Section A. Each question in Section A carries 15 marks. Section B is compulsory and carries 20 marks.

Section A

1. What is organizational communication? How it is helpful in any organization in transferring the information from one end to another?
2. Write a note on the informal channels of communication in an organization.
3. Why is listening the most important of the communication skills? How can we improve our listening skills?
4. Write short note on :
 - (a) Basic patterns of business letters.
 - (b) Memos and Circulars.
 - (c) Principles of effective communication.
5. What is an interview? What preparation does the interviewer have to make for an interview?

Section B

6. Analyse the following case :

Inter-Personal Communication

Ms. Shina, was incharge of administration branch of a big firm. There were a large number of women typists, they were all efficient in their job and finished the entire work assigned to them for that day before leaving office. There was no overtime requirement for typing work in this section.

One day the Managing Director of the firm sent for the Manager of the Administration Department, Mr. Mohan and informed him that persons in his department have started taking liberty in regard to punctuality in the office.' He said that on a particular day, when he was coming to office at 9.40 a.m. in the morning, he found two typists/stenos coming late and that it was not the first time that he had seen this, he wanted that his supervisors should be made wise in this respect.

Mr. Mohan listened to the instructions of the Managing director and promised to ensure punctuality.

Mr. Mohan called Ms. Shina and told her about the incident of the two late comers and the Managing Director's observations. He also stated that punctuality should be observed at all costs. Ms. Shina, replied that she was

aware of the situation and did not feel the necessity of taking any action. She said that the stenos/typists are very hard working and that they do not mind even sitting late for an hour or so in the office if there was pressure of work. They were intent in finishing the day's work before leaving the office and that they were not habitual late comers and they usually observe punctuality. She also pleaded that probably because of some personal reasons, one or two typists may be late by ten or fifteen minutes, sometimes, and this should not be taken cognizance of in the interest of good working.

Mr. Mohan, however, insisted that she should act according to the instructions of the Managing Director.

Ms. Shina got perplexed she went back to her section and communicated the entire story to her typists and told them that the Managing Director wanted them to come to the office in time and that he is against any relaxation in this matter. She also told them that action will be taken against the late comers.

The typists did not relish this Ms. Sarla and Ms. Rama discussed this matter during lunch as they were the typists who came late that day. They felt that they had not been given proper treatment. <http://www.davvonline.com>

Ms. Sarla said, 'It is very strange that things have been taken too far. I have now decided that if I am asked to sit late, I won't, I shall leave the office at 5.30 p.m. leaving the work where it is.'

Just after two days, the Private Secretary to the Managing Director sent some urgent typing work to Ms. Rama at 5.15 p.m. Two typists would require at least one hour to type that entire material. The Managing Director was to see the Chairman in the evening with these important papers. He wanted the typed matter back to him in any case by 6.30 p.m.

Ms. Shina assigned the work to Ms. Sarla and Ms. Rama, but both of them expressed their inability to undertake the job as it would take complete one hour, whereas they could stay in the office at most for fifteen minutes. The office closes at 5.30 p.m. Both the typists did not fail to remark that, if the officers sometimes wanted them to sit late, why such hue and cry should have been made when someone was late by a few minutes and that too on a few occasions?'

It became a problem for Ms. Shina to get the papers typed. She was afraid that other typists may also give the same reply. So, she went back to the Private Secretary to the Managing Director stating that the Private Secretary and herself may have to share the work and do it, though the Private Secretary had some other work of priority.

Questions :

1. What do you think about the behaviour of Ms. Shina, Ms. Sarla and Ms. Rama?
2. How the communication failed somewhere? If so, where and how?
3. How can you improve such a situation?
4. How would you react in such a situation?

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