



**PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT**

Max Marks: 100

Max Time: 3 Hrs.

Weightage: 40 %

Set B

COMPREHENSIVE EXAMINATION

I Semester 2016-2017

Course: **MBA A 105 Communication for Managers**

12 January 2017

Instructions:

- i. Write legibly and clearly
- ii. Pay special attention to spellings, syntax structure & logical interpretation which would fetch more credit.

Part A

(10 Q x 2 M= 20 Marks)

1. Fill in the blanks with appropriate words & then answer the remaining questions:
 - a) An emotional appeal calls on _____, basing the argument on audience needs or sympathies.
 - b) The Business Message must always be _____, _____, & _____
 - c) What do you understand by the Latin word 'Communicare'?
 - d) Explain the concept of encoding & decoding in the process of Communication.
 - e) Differentiate between physiological and psychological barriers to communication.
 - f) You Attitude-Is it really the trump-card in selling an idea or a product?
 - g) Avoid phrases and use jargon only when your audience will understand it. Why?
 - h) What is a Report?
 - i) What do you understand by:
 - i. Chronological Resume
 - ii. Functional Resume
 - j) Explain AIDA Model.

Part B

(8 Q x 5 M= 40 Marks)

1. You are downsizing and need to retrench 10 percent of your employees. What kind of buffers can you possibly use in the letter that will communicate the bad news to these employees?
2. You have to inform your workers of a Diwali bonus and cash rewards to deserving salespeople. You have an array of media to choose from: e-mail, instant messaging, voice mail, the notice board, fax, and a memo. On what basis would you select the media for this message and why?

3. "Structural functionalism is a broad perspective in sociology and anthropology that interprets society as a structure with inter-related parts." Interpret this statement in light of cross-cultural communication.
4. What is a Memo? What are the characteristics of Memo?
5. What do you understand by direct & indirect approach in a Bad-news message? Which is the best approach?
6. Since persuasive messages are considered to be complicated and sensitive, several planning tasks need extra attention. What are they?
7. Describe in detail the five-levels of communication with appropriate examples.
8. What are the three-step -writing process? Describe each one of them with appropriate examples.

Part C

(2 Q x 20 M= 40 Marks)

1. National Steel Industries Ltd., Bangalore, plans to improve the existing parking facility for the various types of vehicles used by its employees in its Whitefield office. As the Public Relations Officer, you have been assigned the task of collecting the relevant information for a report to be submitted in this connection.
Prepare a mail questionnaire to be circulated among the employees who intend to avail the parking facility.
2. Read the Case Study assiduously, and then answer the following questions:

The Master-stroke:

Less than two decades have passed since Greg Sullivan started a business with just \$300 in his pocket. Today his e-Business Solution company, G. A. Sullivan, is one of America's fastest growing IT firms. In 1999, Greg received the ultimate recognition any entrepreneur could hope for. He was named the national SBA (Small Business Person) of the Year. Exponential growth can be traced to a bold decision Greg made in 1992, when he transformed himself from a programmer to a businessman. He developed an ambitious business plan, hired an ad agency and marketing consultant, and built a sales force. He also brought in Richard Klees for public speaking coaching. Greg and Richard met at a Microsoft conference where Richard was coaching 150 speakers. Under Richard's guidance, Greg immediately understood what polished communication skills could mean for the future of his company - and how improved skills could open new doors for regional and industry leadership.

"Hungry for Knowledge"

"Greg has been one of the most amazing people I've ever worked with due to his dedication and motivation to learn," comments Richard. "Not only is he a very quick study- he's literally hungry for knowledge. When I make suggestions, he practices diligently until the new communication patterns

are perfected. His learning curve has been incredible." Not that Greg had exactly been a poor speaker to begin with. He just had problems conveying his conviction and enthusiasm to others, and sometimes came across as flat and bland. By overcoming old habits he learned to be dynamic and magnetic with audiences. This helped him establish a better impression, whether he was speaking to employees, customers, high-tech groups or large business meetings.

A Proactive Learner

Initial improvements haven't been enough for Greg. As his company keeps expanding, he continues to ask his coach for advice. Sometimes he videotapes his speaking engagements and sends Richard a copy. Richard then provides a careful critique via email. "We've been working together for almost five years now and I always receive valuable insights from our coaching relationship," Greg comments. "Richard helps me see where new opportunities lie. He shows me how to vitalize messages and set listeners on fire. I can't imagine being where I am now without his help."

Round of Applause

To Greg's astonishment, he began receiving compliments on his speaking skills soon after the first session with Richard. "Total strangers came up on numerous occasions and told me what a great presenter I was. They wanted to know what steps I'd taken to get so good. This was a lifetime first for me! Needless to say, the positive reinforcement made me eager to get even better. "With sharpened speaking abilities have come invitations to give keynotes at a wide variety of seminars and conferences. Every engagement helps keep G. A. Sullivan in the spotlight and enhances the image of both Greg and his company. With G. A. Sullivan revenues now at \$32 million, an employee base of 300, and eight offices in the U.S. and Europe, no one can doubt the wisdom of Greg's game plan ten years ago - including his foresight in being certain he was a confident and poised public speaker.

Questions:

- i. Make an appropriate summary of the case-study.
- ii. What was Greg's real masterstroke to convert G.A Sullivan into a successful venture?
- iii. 'Every engagement helps keep G. A. Sullivan in the spotlight and enhances the image of both Greg and his company'. How?
- iv. Greg's personal development is directly proportionate to his Company's development. Discuss