

Subject Code: MB1314/R13

M B A - I Semester Regular/Supply Examinations, Dec/Jan – 2015-16
MANAGERIAL COMMUNICATION AND SOFT SKILLS

Time: 3 hours

Max Marks: 60

Answer any **FIVE** of the following
All questions carry equal marks. **Q.No.8 is compulsory**

1. Define communication. Explain the role of communication in business.
2. Define and differentiate between formal and informal communication.
3. Describe the essentials of effective business correspondence.
4. Write a note on gateways of effective interpersonal communication.
5. Explain different types of presentation.
6. Elucidate the communication barriers.
7. Explain the following:
 - a) Negative report
 - b) Persuasive report

8. Case Study:

Sushma works in Infosoft solutions Pvt Ltd. She works there as project leader. Occasionally her job demands coming early for her duties or stay till late evening hours. Once she was handling 2 projects simultaneously and on one such day she had convened a meeting with her team members regarding project delivery. She had called her team members at 8:00 hours.

Sushma is a disciplinarian and generally she follows duty timings strictly. Discipline starts with me, was her firm principle. She had made a habit of coming 5 minutes early at least. However, on that day she could not make meeting time of 08:00 hours and she was worried of her reputation could be at stake.

Time was 08:05 and she reached main gate of her company. Hurriedly she swiped her card and rushed towards board room. That time few housemen were doing cleaning. One of the housemen had spread soap solution on the floor. Unaware of what is on the floor, she continued to rush to the board room. In hurry, Sushma slipped her foot. The floor was made of marbles and soap solution was sprinkled over it. The floor had become quite slippery. Sushma could not control her balance on the slippery floor and fell down. Slippery floor dragged her couple of feet further.

The impact was so strong that she wailed loudly. Her team members rushed to help her. Somehow she could get up with the help of her team members. Considering her wailing because of pain, she was taken to the hospital. In the hospital it was discovered that her hip bone was broken. Later she was immobile for about two months because of hip injury.

Later in investigation, it was revealed that the houseman was cleaning the floor had not put the display board "*Caution: Floor is Wet*".

Questions:

- a) Identify the Sushma situation and attitude to handling two projects simultaneously?
- b) If you are in the place of Sushma did you face the same situation? Give reason?
- c) Did the houseman do anything not to display the board "Floor is Wet".

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