



Biyani Institute of Science and Management
I Internal Examination 2019-20
MBA (I Semester)
Subject- Communication for Management (M 108)



Time: 1.30 Hrs.

Set: A

MM: 30

[I] Subjective Questions (Attempt any two questions)

(2*10=20)

- 1) Pattern of communication may be grouped into various types? Explain the Classification of communication in detail. Also discuss the advantage and disadvantage of communication?
- 2) What are the two types of communication? What are the advantage and disadvantage of written communication?
- 3) Listening process consists of 5 elements? Explain the elements and process of listening?

[II] Case Study – Compulsory

(1*10=10)

Mr. And Mrs. Venkatesh went to woodlands Apparel to buy a pullover. Mr. Venkatesh did not read the price tag on the pieces selected by him. At the counter, while making the payment, he asked for the price, Rs. 950 was the answer.

Meanwhile Mrs. Venkatesh, who was still shopping came back and joined him looking at the pullover tag, there

Was a 25% discount on it. Mr. Venkatesh was thrilled to hear that. “It means the price of this pullover is just Rs. 712”

Said Mr. Venkatesh

He decided to buy one more pullover in green colour. When he received the cash memo for payment, he was astonished to find that he had to pay Rs. 1,900 and not Rs. 1,424, as he had calculated.

Mr. Venkatesh could hardly reconcile himself to the fact that the counter person had quoted the discounted price which was Rs. 950. The original price printed on the price tag was Rs. 1,266

Questions

- 1) Identify the three sources of Mr. Venkatesh information?
- 2) Discuss the main filter involved in this case?
- 3) What should Mr. Venkatesh have done to avoid the misunderstanding?
- 4) Who is to blame for this communication gap? Why?



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Time: 1.30 Hrs.

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[I] Subjective Questions (Attempt any two questions)

(2*10=20)

- 1) What are the different barriers of communication and also discuss the factors to overcoming these barriers?
- 2) Discuss the different principal and features effective writing?
- 3) What are the different types of listening? Also elaborate the listening process?

[II] Case Study – Compulsory

(1*10=10)

Charisma Corporation (CC) has recently embarked on a new kind of training. The corporation is teaching many of its Employees – especially those in marketing and sales- to makes decisions on the basis of non-verbal Communication. For Malini Varma, vice president of CC, focusing on non-verbal Communication has become an important part of her Interpersonal dealings. Several years ago, Varma became interested in how body movements and mannerisms truly reflect what an individual is saying. Continually reading in this area of study, Varma has been able to make decisions about potential employees and potential customers by 'reading' them. **For example**, Varma believes that body language can give a person a competitive advantage. It can make the difference when closing the sale, or in CC' case, hiring new employees. **For example**, during interviews, Malinipays constant attention to the job candidate's eye movements and mannerisms. She believes that she can correctly predict if the candidate will be an aggressive salesperson while simultaneously being personable and friendly. How does she do this?

She does this by looking at their eyes and the way they present themselves. In one case, a hiring decision came down to two people. The first candidate was animated and made constant eye contact. The second candidate never looked Malini in the eye, leaned back in his/her chair, and crossed both his/her legs and arms. The first candidate demonstrated the communication skills that Varma found aligned with successful performance in her organization. Malini Varma is convinced that non-verbal Communication can play a significant role in helping her organization achieve its annual sales goals. Personally, she has found that it has helped her 'quality' customers. **For example**, even though a potential customer says, 'yes', with his/her arms and legs crossed emphatically, it means state, 'No!' understanding this, Varma is in a better position to probe further into the possible objectives the customer has. She has found that, in many cases, she is able to steer the conversation in a direction that ultimately leads to successfully closing a sale. And that is a major competitive advantage.

Questions

- 1) What problems can varma encounter by her heavy reliance on non verbal communication?
- 2) What communication guidelines would gave to verma and individuals like her who place an inordinately high value on body language? Explain your position?