

**MASTER OF BUSINESS ADMINISTRATION
(AVIATION BUSINESS MANAGEMENT)
(MBAAVBM)**

00322

**Term-End Examination
June, 2010**

MAV-002 : MANAGERIAL COMMUNICATION

Time : 3 hours

Maximum Marks : 100

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- Note : (i) There are two sections A and B.
(ii) Attempt any THREE questions from section-A. All questions carry 20 marks each.
(iii) Section-B is compulsory and carries 40 marks.*
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SECTION - A

1. Explain the nature, concept and scope of communication. Describe the effect of communication in managerial decision making process in organisations with examples. 20
2. Compare and contrast psychological and structural barriers in communication. What are the major differences between formal and informal communication channels? Give suitable examples. 20

3. What are the important aspects to be considered while planning for business presentations ? Explain the role of visual aids in business presentations with examples. 20
4. Discuss the differences between business reports and proposals. Explain the types of proposals that are necessitated by situations. As a Branch Manager of a Bank, you are proposing to donate school uniforms to the 10th standard children who are financially poor in the nearby government school. Prepare a proposal for getting sanction from the Regional Head. 20
5. Write short notes on *any three* of the following : 20
- (a) Shannon – Weaver Model
 - (b) Communication networks
 - (c) High context culture
 - (d) Hacking
 - (e) Inter Office Memos

SECTION - B

6. Analyse the case given below and attempt the questions : 40

Mr. Das had been working with Meta Cables Ltd. for several years. He had worked his way up from the bottom to a position of foreman. He was proud of what he had achieved, and he liked his work at Meta Cables. He was a loyal employee and worked hard for the organisation. He purchased a house near the factory and was happily staying there with his wife and children. His neighbour was also working in Meta Cables and has reached the position of plant operator only, although joined the service along with Mr. Das.

In recent months, the company had lost two good contracts and as a result, had been forced to lay-off some employees. They had for the most part, laid off employees with least seniority, although this was not required. Now there was a rumour circulating that they were going to lose another contract.

As Mr. Das considered the situation, he realised that he had the least seniority amongst the foreman. Thus he concluded that the company was going to lose more business and owing to his lack of seniority, he was going to be given a 'golden-hand shake'. He became extremely

frustrated and despondent. His interest in the job deteriorated badly and he began to have a hard time getting along with his co-workers .

Actually, the rumour circulating in the company was incorrect. In fact, Meta Cables was negotiating for a big contract, but had not revealed it prior to conclusion. Further, management had no intention to disturb any more employees and thus wanted to gain their moral support.

Questions :

- (a) In what ways, if any, has poor communication caused the problems ?
- (b) How could the management improve the situation ?
- (c) What is the basis of the anxiety of Mr. Das ? As an HRM expert, what would be your advice to him ?
- (d) Do you suggest any method to contain such situation by using IT on communication ?

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