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Total Number of Pages : 2 AR-19

MBA 1ST SEMESTER EXAMINATIONS (REGULAR), NOV/DEC 2019

MB-109– Managerial Communication & Personal Effectiveness

Time : 3 Hours

Maximum : 100 Marks

The figures in the right hand margin indicate marks.

PART – I: (Multiple Choice Questions) 10x1=10 Marks

Q.1. Answer All Questions.

- a The word ‘Communication’ is derived from ----- Language.
(a)French (b) Italian (c) Latin (d) German
- b For being accepted, liked and respected in one’s profession, the cultivation of ----- skill is essential.
(a)Active Listening (b) Passive Listening (c) Hearing (d) Listening
- c ----- enables individuals in faraway places to have meetings on short notice.
(a)Conference (b) Telephone Conference (c) Video Conference (d) Panel Discussion
- d Organizations rely on ----- communication for many reasons.
(a)Oral (b) Aural (c) Organized (d) Written
- e Most of the negative messages and Persuasive messages known as ----- approach.
(a)Direct (b) Indirect (c) Positive (d) Slightly Positive
- f Correct the given sentence: “*She is loving this cashew nut ice cream*”.
(a)loves (b)loved (c)has loved (d) has been loving
- g ----- is one of the disadvantages of oral communication.
(a)Economy (b) Physical distance (c) Personal touch (d) Flexibility
- h ----- helps in problem solving, decision making and personality assessment.
(a)Debate (b) PPT (c) Group Discussion (d) Conference
- i A ----- is a logical presentation of facts and information.
(a)Report (b) Letter (c) Resume (d) Complaint
- j ----- is a special part in a resume.
(a)Educational details (b) Career Objective (c) Technical Skills (d) Analytical Skills

PART – II(A): (Short Answer Questions)10x2=20 Marks

Q.2. Answer All questions

- a Name the components of communication process.
- b Write a short note on “Grapevine Communication”.
- c Define Proxemics.
- d Name the types of Listening.
- e Define Business Presentation.
- f Name the types of conversation.
- g Name the components of Business Letter.
- h Correct the given sentence:
“*Sardar will have been having his driver’s license for over two years*”.
- i Name the parts of a Resume.



- j Define the benefits of word power.

PART – II(B): (Short Answer Questions)8x5=40 Marks

Q .03. Answer *Any Eight from the following* questions

- a. State the tips for effective Internal Downward Communication.
- b. What is a Report? Explain its kinds.
- c. State the tips for improving one's reading speed.
- d. Discuss the role of non-verbal cues in conversations.
- e. State the impact of video conferencing on education.
- f. Discuss the two major forms of non-verbal communication.
- g. Change the given sentences in to Passive
 - i. The tiger was chasing the deer.
 - ii. Did she do her duty?
 - iii. I will never forget this experience.
 - iv. Have you finished the report?
 - v. The police have caught the thief.
- h. Define the guidelines for effective reading.
- i. Explain the benefits of Team Presentations.
- j. Explain briefly the advantages of E-mail.
- k. Explain briefly the styles of Resume.
- l. Write a letter to your Principal asking him/her to provide you a Bonafide study certificate for applying passport.

PART – III: Answer any two out of three 15x2=30

Only Long Answer Type Questions

Q4.

- a Distinguish between Verbal and Non-Verbal Communication.
- b How a person can improve Verbal Communication?

Q5.

- a Discuss the Barriers to Effective Listening.
- b Briefly explain the poor Listening habits.

Q6.

- a Explain the role of participants in a Group Discussion.
- b Draft a Resume for the position of Finance Manager to HCL Pvt. Ltd. Chennai.