

--	--	--	--	--	--	--	--	--	--



GIET UNIVERSITY, GUNUPUR – 765022

B. B. A(Second Semester) Examinations, August – 2021

20BBA 203 – Managerial Communication

Time: 2 hrs

Maximum: 50 Marks

The figures in the right hand margin indicate marks.

PART – A: (Multiple Choice Questions)

(1 x 10 =10 Marks)

Q. 1 Answer ALL questions

- a. Explain the Paradox of Human communication
 - (i)communication between humans
 - (ii)clearly
 - (iii)essential element
 - (iv)all above
- b. The most important goal of business communication is
 - (i)favourable relationship between sender and receiver
 - (ii)receiver understanding
 - (iii)organisational good will
 - (iv)receiver response
- c. Process of Management contains what are the Components
 - (i)Planing
 - (ii)orgnizing
 - (iii)directing and controlling
 - (iv)none of the above
- d. Define the Dilemma of modelling of communication
 - (i)Graphic
 - (ii)Arrow
 - (iii)pictorial
 - (iv)all
- e. Difference between Data and information
 - (i)no corelation
 - (ii)reliable
 - (iii)Formal and informal
 - (iv)good feedback
- f. Benfits of Face to face channels
 - (i)better understanding
 - (ii)clarity
 - (iii)face to face
 - (iv)all
- g. Draw the Figure of Hierarchy of Goals
 - (i)obj to means to subobj to sub means
 - (ii)subobj to means
 - (iii)obj to means
 - (iv)none
- h. What is the Traditional conception of the Mangers role
 - (i)planing
 - (ii)organising
 - (iii)directing and controlling
 - (iv)all above
- i. Justify the Anger in interpersonal communication
 - (i)Not acceptable
 - (ii)good
 - (iii)Aceptable
 - (iv)all the above
- j. What is Exchange Theory as a Model for interpersonal communication
 - Exchange of information
 - (ii)exchange of expertise
 - (iii)exchange of commodities
 - (iv)all

PART – B: (Short Answer Questions) (2 x 5 = 10 Marks)

Q.2. Answer ALL questions

- a. Explain the Information Theory
- b. Role of Encoder or Sender of the communication
- c. What is Level A,B,C Problem in the General communication
- d. Draw the FIGURE of Cycle for Increasing Self Confidence
- e. What is Evaluative Communication

PART – C: (Long Answer Questions)(6 x 5 = 30 Marks)

Answer ANY FIVE questions

	Marks
3. Discuss 3 possible approaches to the study of communication with examples	6
4. Discuss the general types of communication problems, with examples	6
5. Explain the Human communication process	6
6. Draw the Figure , The Human Communication Process and explain	6
7. Explain the primary problem areas in interpersonal communication	6
8. Draw the Figure of interpersonal communication in thr External system	6
9. Describe a basic approach to Breaking Games, how to deal this from manipulation	6
10. Describe the Power Tactic of Negative timing in interpersonal communication	6

--- End of Paper ---