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Azara, Hatkhowapara
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BA 172109

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9/4/

2022

BINA CHOWDHURY CENTRAL LIBRARY
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M.B.A. 1st Semester End-Term Examination

COMMUNICATION SKILLS FOR MANAGERS

(New Regulation & New Syllabus (w.e.f. 2017-18))

Full Marks - 70

Time - Three hours

The figures in the margin indicate full marks for the questions.

Answer question No. 1 and any *four* from the rest.

1. Answer the following : (10 × 1 = 10)
- (a) Classical Rhetoric theory is a combination of _____ and _____ theories.
 - (b) _____ proposed the theory of Transactional analysis.
 - (c) _____ is the study of how human beings communicate through their use of time.
 - (d) When the audience involvement is low the persuader can use the _____ route to persuasion.
 - (e) _____ crisis triggers bureaucratic approach.
 - (f) An unethical form of persuasion is _____ persuasion.
 - (g) _____ is a fundamental unit of social action.
 - (h) _____ is to describe a subject in terms of what it is not.
 - (i) Grapevine as an information system is _____.
 - (j) _____ culture encourages interaction among people characterized by flexibility.
2. (a) Define Communication. Discuss the process involved in effective communication. (5)
- (b) Discuss the various phases of non-verbal communication. (5)
- (c) How can visual aids enhance technical communication? (5)

[Turn over

3. (a) What is the role of Classical Rhetoric Theory in interpersonal and organisational communication? What is the value of sense making in organizational communication? (10)
- (b) State the various ways by which people extract information about others. (5)
4. (a) Transactional analysis is said to be an easily understandable yet sophisticated psychological theory about people's thinking, feelings and behavior."Analyse the benefits of transactional analysis to a management professional in light of this statement. (8)
- (b) Explain the cultural context as a nuance of communicating in a diverse work environment. What is meant by Melting point and Ethnocentrism. (7)
5. (a) What do you understand by the term "interpersonal semantics"? What form of interpersonal semantics is typical of the initial stage of group formation? (8)
- (b) What are the possible consequences of being unnecessarily deferential at the workplace? (7)
6. (a) Define Emotional Intelligence. Discuss its attributes and effects. (7)
- (b) Define Business Letter. Discuss the Block format of Business letter with illustration. Discuss the basic principles that needs to be considered for making business correspondence effective. (8)
7. Write short note on: (any three) (3 × 5 = 15 marks)
- (a) Barriers to communication
- (b) 7C's of communication
- (c) Argumentation theory
- (d) Persuasion
- (e) Crisis Communication

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