

Total No. of printed pages = 2

BA 172109

Roll No. of candidate

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Azara, Hatkhowapara,  
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22/3) 2021

M.B.A. 1<sup>st</sup> Semester End-Term Examination  
COMMUNICATION SKILLS FOR MANAGERS  
(New Regulation)  
(New Syllabus)  
(w.e.f. 2017-2018)

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)

- (i) \_\_\_\_\_ analysis is the method of studying interactions among individuals.
- (ii) \_\_\_\_\_ divided space into four distinct zones.
- (iii) \_\_\_\_\_ is the study of the body's physical movement.
- (iv) \_\_\_\_\_ is the third stage of team development.
- (v) Interpersonal semantics is concerned with \_\_\_\_\_ between people.
- (vi) \_\_\_\_\_ argumentation is used in support of promoting desired behaviour.
- (vii) \_\_\_\_\_ gives an idea, a new meaning by comparing it with something else.
- (viii) The Uncertainty reduction theory was put forward by \_\_\_\_\_
- (ix) \_\_\_\_\_ culture discourages one-to-one interaction.
- (x) \_\_\_\_\_ is the use of an appeal to credibility by the speaker.

[Turn over

2. (a) "Human communication takes place at different levels." Discuss the various levels. (5)
- (b) What are the barriers to communication? How does the barriers of communication affect the process? (5)
- (c) Chronemics plays a prominent role in communication. Justify.
3. (a) How does communication act as an important tool in managing an organization? (5)
- (b) Define crisis Communication and discuss its types. (5)
- (c) How can a crisis be managed? (5)
4. (a) Explain the Tuckman's model of Team development with special reference to team leaders role in an organisation.
- (b) What is Framing? Illustrate its role on communication. Suggest few ways to improve framing skills.
5. (a) How can cultural awareness enable managers to communicate effectively in organizations? Explain giving examples.
- (b) "Report writing is far more complex a process than merely gathering information and presenting it in a systematic manner." Discuss the concept of a Routine report and a Task report.
6. (a) Discuss briefly the process of Persuasion as well as the barriers involved in the process.
- (b) Business letters are the life-breath of any business. Discuss the basic principles that needs to be considered for making business correspondence effective. (5)
7. Write short note on: (any three) (3 × 5 = 15)
- (a) Emotional Intelligence
- (b) Memorandums
- (c) Argumentation theory
- (d) Presentation

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