



Institute of Management  
JK LakshmiPat University  
Jaipur



**END TERM EXAMINATION (Backlog), 2015**

MBA (Full Time Residential)\_Sem-II  
MM: 50 Marks

Course: Managerial Communication  
Time: 3 Hours  
Subject code: MBA024 A

Instructions: Attempt any three questions from Section A. Section B is compulsory.

**Section A**

Q.1 Write a clear and effective business message of about 300 words for any two following situations:

- (i) The CEO of a company has recently moved his/her residence to a nearby locality. On his/her behalf you, as the personnel manager, draft a message to be sent to your counterparts in other divisions.
- (ii) The vice-president of a business firm is impressed by the report submitted by her sales manager. Hence, she sends an email appreciating the efforts of the manager.
- (iii) You are the senior manager- HR, of your company. You are away from Mumbai for an important conference in Delhi. Just the day before you plan to return, you receive an important assignment at Dehradun. Now draft a message to be sent to the chairman of your company.

(10 Marks)

Q.2 The best institute of technology and science in Goa decides to conduct an online examination for about 50,000 graduates in India for their selection to post-graduate degree programmes and invites proposals from various consultancy firms. As the CEO of Excellent Consultants Ltd., Bengaluru, you respond to this request through a business proposal.

(10 Marks)

Q.3 (a) Why is it important to involve the audience in your presentation? What strategies and tactics will you use to increase audience interaction?

(b) How will you make your PowerPoint presentation visually effective?

(5+5 = 10 Marks)

Q.4 What are the different stages of group formation and what are the special communication needs required by members at different stages?

(10 Marks)

Q.5 Explain the importance of the Johari window in understanding oneself and others.

(10 Marks)

**Section B**

Q. 6 Read the given situation and answer all the questions.

Brijesh arrives five minutes late for an interview, dressed in tattered jeans. He enters the room where the interview will take place.

**Interviewer:** Are you Brijesh?

**Brijesh:** Yeah. Sorry I am late, but the directions your secretary gave me were really messed up.

(Interviewer stands to shake hand as Brijesh slouches into his chair, reaches up, and gives a limp handshake without looking at Interviewer.)

**Brijesh:** So- you guys are?

**Interviewer:** I am Rakesh Menon, a director of Marketing, Gateway Pvt. Ltd.

**Brijesh:** Oh. Okey. And you guys make?.....

**Interviewer:** Computers.

**Brijesh:** Oh. Yeah.

(Interviewer sits and there is a brief silence. Brijesh waits for a question.)

**Interviewer:** Well, why don't we begin?

**Brijesh:** I need to make at least ₹ 50,000 per month. This job has got to pay at least that much.

**Interviewer:** I understand. Why don't we talk a bit before discussing salary. Tell me about yourself.

(Brijesh frowns and appears confused.)

**Brijesh:** I sent you my resume, didn't I?

(Interviewer nods and holds up the resume.)

**Interviewer:** What are you looking for in a position at Gateway?

**Brijesh:** I am looking for a position that pays me enough money to support my lifestyle. I am a hard worker, so it will be easy for me to earn the money I need.

**Interviewer:** I see. Let me ask you another question. We all have weaknesses. Could you describe one of yours?

**Brijesh:** Well, I don't know about you, but I don't think I have that many. Though I suppose I do have one character fault. I get annoyed with my co-workers when they complaint about everything.

(Brijesh looks at his watch.)

**Interviewer:** Where do you see yourself in 5 years within the company?

**Brijesh:** Well, guys, I suppose I would want to at least have your job by then.

**Interviewer:** Are you willing to relocate?

**Brijesh:** Normally I would, but I hear your headquarters are located in the middle of nowhere.

(Interviewer takes a moment to look over Brijesh's resume.)

**Brijesh:** So, how am I doing? Are you going to offer me a job?

**Interviewer:** We are interviewing many candidates today. Decisions about job offers are made at a later date. Do you have any questions for me?

**Brijesh:** No.

**Question**

1. Examine each part of the interaction between interviewer and Brijesh and reframe an answer that you feel Brijesh should have given to interviewer.
2. Explain what was wrong in Brijesh's answers and behaviour as described in the given situation.

(10 x 2 = 20 Marks)

