

**M.B.A. DEGREE EXAMINATIONS: NOVEMBER/DECEMBER-2008**

First Trimester

**P07BA115 Communication Skills**

**Time: Three Hours**

**Maximum Marks: 100**

**Answer ALL Questions:**

**PART A (1 X 20 = 20 Marks)**

**1. Case Study**

The Hindustan Wholesale Drug Company grew rapidly to become one of the largest firms in the south. The success was due primarily to the leadership of the president, Ms. Swetha. Since many similar, but smaller, enterprises used computers for record keeping and data processing, Ms. Swetha was under great pressure to install a computerized control system to keep track of 30 distribution centers scattered throughout the southern part of the nation.

Up to that time, expenses and income were recorded by means of a comparatively simple ledger sheet and the journal showing the data for the 30 centres. This kind of recorded keeping, which was done by hand, allowed for easy comparison of the centers. Payrolls were done in a similar manner and checks were usually processed within 24 hours. At that time five people and two supervisors were employed in the accounting department.

Several computer companies looked at the system, but their analysis showed that cost savings were hardly possible. However, one firm made a rather convincing case for a new data processing system. The consulting firm predicated the following benefits: a. Faster processing of information, b. More detailed information on the operation and c. A reduction in costs.

After two years of using the new system, Ms. Swetha, who had reluctantly agreed to the computerization, related the following story: "before the use of the computer, we had seven people in the accounting department. Now we have nine plus seven people in the data processing centre. It is true that it takes only a few minutes to get the output from the computer, but we cannot run the program until the last distribution centre provides the data. Unfortunately, this means delays, because we depend on the slowest operational unit for their input. It is true that we can get more detail information, I do not know if anybody ever looks at it. It is just too time-consuming to find the relevant information in the stacks of computer printouts and to interpret the data. I just wish we could go back to the old ledger system. But we invested so much money, and have reached a point of no return".

- (i) Why did the computerized system not live up to its expectations?
- (ii) What should Ms. Swetha do now?
- (iii) How would you design a computerized system? What factors would you consider?

**PART B (10 X 2 = 20 Marks)**

2. What is Communication?
3. What are the Main forms of Communication in Business?
4. What is Audience Analysis?
5. What is meant by Feedback?
6. What is Informal Communication?
7. Explain the components involved in "Listening Process"?
8. What is Coherence?
9. Discuss the significance of Communication in Management?
10. What is Agenda?
11. Explain the meaning of Report?

**PART C (4 X 15 = 60 Marks)**

12.a. Explain in detail the Process, Forms, Importance of Communication.

**(OR)**

b. Discuss in detail the technique of Effective Communication.

13.a. Explain the importance of Oral Communication.

**(OR)**

b. Explain different Types of Listening and Barriers in Listening

14.a. Explain the different Forms of Non --Verbal Communication.

**(OR)**

b. What are the essentials of an Effective Letter?

15.a. Explain the essentials of Technical Reports. Give Suitable examples.

**(OR)**

b. Prepare a Project Report with Project Proposal.

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