

**Jagan Institute of Management Studies**  
**End-Term Examination, December, 2016 – January, 2017**  
**Trimester II – PGDM (IB) 2016-18**

***Managerial Communication***  
***ET\_IB\_MC\_2712***

Time: 3 Hrs.

M. Marks: 60

**INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.**

- Q 1** a) Write an essay on any **ONE** of the following topic in 300 words:
- i) Good Managers- Born or Made?
  - ii) Impact of Demonetisation on Indian Economy.
  - iii) Computers dehumanise society.
  - iv) What's the need of hour: Tech-based Society or Agriculture-based Society?
- b) One of your old customers hasn't placed any order with you for the last six months. Write a suitable letter to him soliciting his orders for the supply of goods you are dealing in. Use 'The Hanging Paragraph Style' to write it. **15**
- Q 2** a) Discuss the structure of a business letter?  
b) What are the different media of Communication? **10**
- Q 3** a) Draft a letter on behalf of the Life Insurance Corporation to a policy holder who wishes to surrender his policy, dissuading him from doing so.  
b) What is Downward Communication? When is it used? What are its merits? **10**
- Q 4** a) Explain the difference between Fully-blocked style letter and Modified-blocked style letter?  
b) Give the relative merits & demerits of Formal and Informal Communication? **10**
- Q 5** a) Complete the story:  
I woke up in the morning, opened the main door to pick up the newspaper and was wide-eyed to find \_\_\_\_\_.  
b) What is meant by Rumour? How should the management deal with rumour? **10**

- Q 6** a) Why is 'The Noma Simplified style' business letter used worldwide? Explain with its layout & its benefits?  
 b) What are the various types of Grapevine?

10

**Q 7** Read the case and answer the questions given at the end.

### **Qualities of a successful manager**

Last year, Mr. Manohar had received promotion to the position of Manager of Engineering Dept. of Madras Manufacturing Co., a medium sized firm producing numerous household products. Manohar had an electrical engineering degree and had been with the company for about seven years since graduating from reputed institute of technology.

Manohar's record as a Design Engineer was excellent. He had developed three new products that are being marketed around the world and was widely respected for his innovative contributions to the company recognised for its reputations as the industry leader in new product research & development. Not only was Manohar an effective engineer, he was also popular with almost everyone in the company. Throughout his seven years with the Madras Manufacturing Co., Manohar had kept himself upto date in his field by reading engineering journals and by attending conferences and workshops. Because of his technical / engineering experience with the company and his ability to get along with people, top management felt very confident in promoting Manohar to the position of Manager of Engineering Dept.

Manohar's early experience in coordinating the working of the Eighteen Engineers in the department proved to be a real challenge. He experienced considerable difficulties being a manager as compared to an engineer. He continued to be very involved with research and product design and worked very long hours in order to keep up his design engineering.

Recently Manohar was told by his boss that he was not providing the leadership to the department that top management believed was necessary in order to achieve maximum effectiveness. Manohar also began to feel pressure from some of the engineers who like wise believed that he was involved in performing routine engineering job and not managing the department.

### **Questions:**

- Q 9** a) What is the basic problem confronting Manohar as a manager?  
 b) How does being a manager differ from being an engineer?  
 c) Does being a good engineer guarantee success as a manager? Why or Why not?

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