

**Jagan Institute of Management Studies**  
**End-Term Examination, December 2017 – January 2018**  
**Trimester II – PGDM (IB/PGDM (RM) 2017-19**

***Managerial Communication***  
***ET\_IB\_RM\_MC\_2912***

Time: 3 Hrs.

M. Marks: 70

**INSTRUCTIONS:** *There are two Sections in this Question Paper. The sections are to be attempted in separate answer sheet respectively.*

**Section A :** *Attempt any Three questions including Q 1 which is compulsory*

**Section B :** *Attempt any Three questions including Q 8 which is compulsory*

**Section A**

- Q 1** Differentiate between any **FOUR** of the following:
- a) Intrapersonal & Interpersonal Communication.
  - b) Good behaviour & Good Manners.
  - c) Praise & Feedback.
  - d) Extrovert & Ambivert.
  - e) Ignoring & Ignorance
- 15**
- Q 2** Write an Essay on any **One** (400 words) of the following:
- a) Global Warming.
  - b) Overweight Policemen.
  - c) Is India ready for cashless currency?
- 10**
- Q 3** “Civic Sense a simple common sense, yet people ignore.” Elaborate this statement and suggest remedies. **10**
- Q 4** “Your Voice & choice of Words is a speaking Pen.” Elaborate. **10**

**Section B**

- Q 5** a) Explain a Grapevine and its different types?  
b) Managerial lessons to be learned from Virat Kohli (Indian Cricket Team Captain)? **10**
- Q 6** a) “Communication in an organisation is multi-directional” Elaborate the statement based on directions of communication.

- b) Write an e-mail to Alumni for seeking help regarding placements. **10**
- Q 7** a) What is an Office order? Draft an Office order regarding termination of an employee.
- b) Explain the guidelines for writing an official E – Mail. **10**

**Q 8** **Read the case and answer the questions given at the end.**

You are the General Manager of a large company. After an extensive study of operations, you approved the installation of new machines and a new scheduling system. This investment was expected to result in substantial increase in the productivity and decrease in manufacturing costs. To the surprise to everyone, the productivity has not increased as expected. In fact, productivity has dropped, quality has fallen off and workers' complaints have increased after the installation of new machines.

The representatives of the machine suppliers have thoroughly checked the operations in plant and are satisfied that the plant should operate at peak efficiency. You have reason to believe that new scheduling system may be the culprit. But your immediate subordinates insist that the new scheduling system is operating as intended. Some believe that the drop in productivity is entirely due to workers' psychology. Others feel that lower productivity is caused by a combination of factors such as poor training, poor supervision, lack of financial incentives and poor morale.

Your President called you in the morning and reviewed your production figures for the last quarter. He is concerned about the effectiveness of your investment decision to acquire new machines. He indicated that the ultimate responsibility of the problem was yours and you should analyse and resolve this problem without further delay.

**Questions:**

- a) Describe your assessment of the problem in this case?
- b) Do you agree with the General Manager's approach in introduction of change in the organisation? Give reasons for your answer.
- c) As a General Manager, what steps will you take to resolve the problem? **15**

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