



Roll No:.....

# G.L. Bajaj Institute of Management & Research

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) - 201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2017-19)

MID-TERM EXAMINATION (TERM - I)

---

Paper Name- **Managerial Communication**  
(Paper Code)- **PG-06**

Time: **90 Minutes**  
Max Marks: **20**

---

## Note:

1. Answer all the Questions

### Section - A

- 1 Read the case and answer the questions below:

(4+4= 8)

The president of Goodwill Corporation Ltd., Mr Abhishek Mukherji, wanted to facilitate upward Communication. He believed an open-door policy was a good option. He announced that his own door was open to all employees and encouraged senior managers to do the same. He felt this would give him a way to get early warning signals that would not be filtered or redirected through the formal chain of command. Mukherji found that many employees who used the open-door policy had been with the company for years and were comfortable talking to the president. Sometimes messages came through about inadequate policies and procedures. Mukherji would raise these issues and explain any changes at the next senior managers' meeting. The most difficult complaints to handle were those from people who were not getting along with their bosses. One employee, Anand, complained bitterly that his manager had over committed on behalf of the department and put everyone under tremendous pressure. Anand argues that long hours and low morale were major problems. However, he would not allow Mukherji to either bring the manager into the discussion or seek out other employees to confirm the complaint. Although Mukherji suspected that Anand might be right, he could not let the matter lie and said, 'Have you considered leaving the company?' This made Anand realize that a meeting with his immediate boss was unavoidable. Before the three-party meeting, Mukherji contacted Anand's manager and explained what was going on. He insisted that the manager come to the meeting willing to listen and without hostility towards Anand. During the meeting, Anand's manager listened attentively and displayed no ill will. He learned the problem from Anand's perspective and realized he was over his head in his new job. After the meeting, the manager said he was relieved. He had been promoted into the job from a technical position just a few months earlier and had no management or planning experience. He welcomed Mukherji's offer to help him do a better job of planning.

## Questions:

- a) What techniques increased Mukherji's communication effectiveness?
- b) Do you think that an open-door policy was the right way to improve upward communication? What other methods of communication would you suggest?

**Section - B**

**2 Write short notes on below mentioned:**

**(2+2+2=6)**

- a) Grapevine
- b) Formal Communication
- c) Principles of successful Oral Communication

**Section - C**

**3 Answer the following questions:**

**(3+3=6)**

- a) Listening is also equally important in communication. Explain any 4 types of good Listening mechanisms along with their use.
- b) Elucidate barriers to communication and ways to overcome those barriers.