



GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2018 -20) MID TERM EXAMINATIONS (TERM -I)

Subject Name: **Managerial Communication**

Time: **01.30 hrs**

Sub. Code : **PG06**

Max Marks: **20**

Note:

1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.
2. All questions are compulsory in Section A, B & C. Section A carries a Case Study with 2 questions of 4 marks each. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.

SECTION - A

04+04 = 08 Marks

Q. 1: Read the **Case Study** and answer the question given below:

Damien Watson works as the Concierge at the Sheraton Hotel. Each day he greets guests, answers their queries, and arranges tours, transport and other activities for the guests while they are staying at the hotel.

Today Damien has come to work with a splitting headache. He knows that he should have stayed at home but he has used up all of his sick leave days. He was hoping that today would be a quiet day because he was not in the mood to deal with too many queries.

As he was resting his head on the front desk while sitting down, Lisa Smart a guest at the hotel came to his desk. She had heard all about the Melbourne Flower Show and wanted to know how to get there. After breakfast she went up to the Concierge's desk and asked Damien for his assistance.

Damien was not very attentive to Lisa's request for assistance. His head was pounding away and he wished she would go away. His face showed his annoyance as he gave her a brochure on Melbourne and a map of the city, without uttering a single word.

When Lisa asked him what tram to catch he pointed to a MET timetable. Lisa was very annoyed by Damien's lack of assistance and told him so, as she moved behind the desk to confront him.

During Lisa's outburst Damien picked up ringing telephone and turned his back on her, blocking her entry by placing his chair in front of her.

Lisa couldn't believe Damien's attitude and told him that she would take this matter up further with management.

- (i) Describe Damien's non-verbal communication (tone of voice, gestures, posture, eye contact, appearance, and use of personal space).
- (ii) What parts of the Case Study show us examples of poor communication? How could this situation be rectified?



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SECTION - B

02×03 = 06 Marks

Q. 2: The following E-Mail message is not effective / successful. Keeping the 7 C s of communication in mind, re-write the message by correcting the tone and the language.

Dear Amit

I wanted to touch base with you about the email marketing campaign we kind of sketched out last Thursday. I really think that our target market is definitely going to want to see the company's philanthropic efforts. I think that could make a big impact, and it would stay in their minds longer than a sales pitch.

For instance, if we talk about the company's efforts to become sustainable, as well as the charity work we're doing in local schools, then the people that we want to attract are going to remember our message longer. The impact will just be greater as any charity or philanthropic efforts will have far larger influence on people.

What do you think?

Thanks and Regards

Dr. Himanshu Jana

Q. 3: Effective communicators make the audience believe that the most important person in their correspondence - in their business relationship - is "you," the reader/audience. Justify this statement by citing suitable examples of each emphasizing the following:

- 1) Looks at things from Reader's or Audience's Point of View
- 2) Shows Reader's/ Audience's benefit
- 3) Focuses on the Positive

Q. 4: How does formal communication differ from informal communication? What gives rise to grapevine in organizations? How can management prevent it from spreading?

SECTION - C

03×02 = 06 Marks

Q. 5. 'A barrier is like a sieve, allowing only a part of the message to filter through; as a result, the desired response is not achieved'. In light of the above statement explain the various types of barriers with examples which hinder the communication process.

Q. 6. Henry David said "In human relationships, the tragedy begins, not when there is misunderstanding about words, but when silence is not understood". In light of the above statement explain how silence can be a powerful non-verbal weapon.