

Instructions to the candidates:-

- (i) **Question No 1 is compulsory.**
- (ii) **Answer any four (4) of the remaining six (6) questions.**
- (iii) **Answers to the questions should be grouped and written together.**
- (iv) **Figures on the right indicate full marks assigned to the question.**
- (v) **Do not reveal your identity in the letters and reports**

Q1. Summarise the following passage to one third of its original length.

(a) Communication has always been the backbone of any industry. Any information when not communicated properly can be misconstrued, leading to a lot of difficulties for an organization. To avoid this, firms today are coming up with various methods of communication to keep their employees well informed. There are three methods of communication within an organization. Functional communication that ensures operations. Motivational communication that updates employees about the firm's challenges or tasks and developmental communication through training or sharing of information.

There should be an open flow of information from the top to the bottom and vice versa in an organization. This ensures that important information flows across the organization and also helps the employees understand the big picture. 'Bottom-up' communication helps the management to stay connected with the employees and be proactive in their management style.

So, how does official information travel from top management to the bottom? It follows both formal and informal ways which are equally important. The management resorts to either form within the organization. Some firms have adopted unique methods using new age methods like 'live chat' where the management functionaries log in open chat forums and answer and interact with personnel dispersed at various locations. Another mode of communication is the use of 'Notice Boards' to disseminate information. Workshops are held to educate the staff on new processes / latest developments in the field. CDs, posters, Newsletters and town hall's (which is publicly addressing a large group of people), electronic newsletters and emails are some of the modes of communication. The companies use electronic newsletters, emails etc to forward messages from the management to welcome new staff or congratulate some achievement of someone. Some find that face to face town-hall is the most effective means of communication as one question asked by an employee could also be a doubt in the minds of many. Face to face communication they feel builds credulity.

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With the changing times, newer means of communication are springing up each day. So what should be the modus operandi of the companies? As organizations are expanding and have multiple locations and numerous employees it is imperative that employees are kept well informed, extensively through the organization. Internal communication should be timely and credible. Employees should hear it from inside the company before they read it in the news. This calls for two aspects, top management in communication and a motivated network that picks and transmits news as it happens anywhere in the company.

(Total 411 words)

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| | | 10 |
| | (b) Explain the role of Attitude in determining organisational climate. | 10 |
| Q2. | (a) What are the characteristics of a good report?. | 8 |
| | (b) How can a manager utilise grape vine to his advantage? | 7 |
| Q3. | (a) Group Discussion is a leaderless exercise . Elaborate the statement. | 8 |
| | (b) Discuss the basic rules of conduct during a Personal Interview. | 7 |
| Q4. | (a) Explain Five Stage Model of Group Development. | 8 |
| | (b) Explain Stress Management with respect to an organisation. | 7 |
| Q5 | (a) Suggest ways of overcoming sociological barriers of communication. | 8 |
| | (b) How can written communication be made effective. | 7 |

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Q6 (a) Write an application in response to the following advertisement in the Deccan Chronicle dated 15 Mar 2015.

Applications are invited for the post of Software Testing Executive at our Bangalore office. The candidate must have Masters Degree in Computers with relevant experience of 5 years. A dynamic professional with excellent communication will be preferred. The applications should be addressed to The Manager Personnel, Wipro Informatics, Bangalore 560 001.

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(b) Write a resume for the above post.

7

Q7 Write short notes on any three:-

- (a)** Netiquette.
- (b)** Use of posters ,signs and signals in communication
- (c)** Ethical aspects of communication.
- (d)** Negotiation skills.

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