

INDIAN MARITIME UNIVERSITY
(A Central University, Government of India)

MANAGERIAL COMMUNICATION
SEMESTER – I, SCHOOL OF MARITIME MANAGEMENT
DEC/JAN 2013-14
SUBJECT CODE: T 1106

Date: 24.12.2013

Time: 3 Hrs
Maximum Marks: 75

Section A (10X1= 10 Marks)

Answer all the questions. All questions carry equal marks.

1. Formal guidelines and authority hierarchies are examples of which function of communication?
a. control b. agreement c. organization d. all of the above
2. Which of the following is the most important function of communication in organizations?
a. motivation b. control c. information d. All of these factors are important.
3. The means by which a communication is passed is called _____.
a. a medium b. a conduit c. a conductor d. a transmission
4. John writes a memo to his employees. Putting his thoughts onto paper is an example of _____.
a. communicating b. encoding c. messaging d. channeling
5. The communication used by managers to provide job instructions is _____ communication.
a. downward b. lateral c. formal d. directional
6. Memos, letters, e-mail, fax transmissions, and organizational periodicals represent examples of _____.
a. informal communication channels b. written communication
c. technological communication d. none of the above
7. Messages conveyed through body movements and facial expressions are _____.
a. body language b. kinesics c. physical characteristics d. semantics
8. All of the following are examples of nonverbal communication except _____.
a. intonations or emphasis b. facial expressions c. physical distance d. instant messaging
9. Which of the following statements most accurately characterizes the grapevine?
a. It is used to serve the self-interests of outsiders.
b. It is perceived as being more reliable than formal communication.
c. It is generally used as an anti-management tool. d. It is usually inaccurate.
10. Which of the following statements is not true regarding face-to-face communication?
a. It has high channel richness.
b. It provides for a maximum amount of information to be transmitted.
c. It usually results in delayed feedback. d. It offers multiple information cues.

Section 'B' (5 X 5=25 Marks)

Answer any FIVE questions not exceeding 200 words. All questions carry equal marks

11. What are the basic methods of interpersonal communication?
12. What are the benefits and drawbacks of e-mail?
13. Discuss the ways to reduce misinterpretations when communicating with people from a different culture.
14. Describe and discuss specific problems related to cross-cultural communication. Include cultural barriers and cultural context.
15. Briefly list the elements of the communication process and explain the process of interpersonal communication.
16. What are the key functions of memo in office correspondence?
17. Write a letter to your customer denying him credit facility which he had requested.

Section 'C' (4X10= 40 Marks)

Question no.18 is compulsory. Answer any THREE questions of remaining six questions.

All questions carry equal marks. Answer should not exceeding 500 words.

18. Based on the case below, analyse and answer the question as appended at end.

Case: THE BUSINESS OF BLOGS

As of July 2005 there were 9 million blogs on the Internet, with, estimates say, 40,000 new blogs appearing each day. What are blogs? Blogs are short for "Web logs" You can think of them as online diaries. The content of blogs ranges from daily business happenings and news events to a recap of the homerun that someone's niece hit during a softball game—in other words anyone with a computer and an Internet connection can post a blog. Blogs can include photos, audio clips, and video clips. And blogs are dynamic in nature, changing each day with every additional posting.

Some analysts believe that blogs are the biggest innovation in communication since the Internet itself in that they are taking power away from the mass media, which traditionally has decided on what news is worthy of reporting. However, a Pew Research Center survey suggests that many people have yet to catch on—only 27 percent of Internet users in America read blogs—though this number is expected to increase dramatically.

The implications of blogs for businesses are numerous. On the positive side, corporations such as IBM can monitor blogs to see what people are saying about the company. Such blogs can be posted by employees, customers, or the general public. Movie studios can track blogs to determine which films are generating positive public opinion and which are not. And advertisers can use blogs to evaluate the success of advertising campaigns. Says Jeff Weiner, senior vice president of Yahoo!, "I'm amazed people don't get it yet. Never in the history of market research has there been a tool like this." Blogs present an unobtrusive and inexpensive means of collecting data. By simply monitoring blogs, companies can determine what products people are talking about.

Blogs are a valuable business tool, but they have their downsides. Many employees use blogs to post proprietary company information or to complain about company practices. Hundreds, if not thousands, of individuals external to the company can read private company information on a blog if it is divulged, regardless of whether the information is credible.

But companies are fighting back. Mark Jen, once a programmer at Google, found this out. In January of 2005, Jen posted a blog complaining that Google's health plan was worse than that of Microsoft's, his former employer. He also wrote that one of Google's touted perks, free dinner prepared daily by an in-house chef, was a Google ploy to get its employees to work past dinner. Google fired Jen shortly after reading his blog. A barrage of blogs in response to Jen's firing led Google to publicly comment on its blogging policy. A spokesperson for the company stated that if the information is such that you wouldn't e-mail it to strangers, don't blog it. Jen says that he understands Google's decision and should have been more sensitive to the company's goals. Fortunately for Jen, his 15 minutes of fame landed him a job at Plaxo, an Internet contact-management company. His job at Plaxo? Coordinating blogging efforts to promote the company.

Blogs are likely to change the way that business information, as well as information in general, is gathered and disseminated. In contrast to the contents of chat rooms and e-mails, which tend to be temporary, a blog can last for as long as the person who posted it desires. Those that blast a company for mistreatment may spread like a wildfire, which leaves companies in a sticky position. What once was thought to be private information may not be so private anymore.

Questions

- a. What aspects of the communication process are blogs most likely to influence and how?
 - b. Although the grapevine typically is thought of as occurring within a given organization, blogging is a form of gossip that can reach beyond an organization's borders. How might blogging change the way that companies are affected by gossip? What can companies do to guard against this?
 - c. Although companies would prefer to reduce blogs that speak negatively about them, what about blogs that detail mistreatment of employees or illegal work practices by upper management? Should employees post these types of blogs even though they may be reprimanded or terminated as a result?
 - d. Is it ethical for companies to actively monitor blogs to gain marketing information? In other words, is the monitoring of blogs an invasion of privacy, or are bloggers inviting corporations to gather information because of the public nature of the postings?
19. Contrast the advantages and disadvantages of oral versus written communication.
 20. In a short essay, explain why communication is important to managers and organizations. What four functions does it serve?
 21. What are the main communication challenges that new technology has created? Explain in detail.
 22. Draft a sales letter and a Brochure for your company assuming you are the Branch manager of a newly started Logistics Firm located in a metropolitan city.
 23. Write an essay on corporate communication. Discuss the importance of 'Minutes' in a company meeting.
