

INDIAN MARITIME UNIVERSITY
(A Central University, Government of India)
December 2017 Examinations -I SEMESTER
MBA (PSM)/ITLM
Communication Skill
PG21T2104/22T2104

Date: 07.12.2017
Time: 3 Hrs

Maximum Marks: 60
Pass Marks: 30

Part – A Multiple Choice Questions (MCQ)

Answer all the questions

12 x 1 Marks = 12 Marks

Choose the Right Answer

1. Effective interpersonal skills can help you in
 - a. Gossiping
 - b. Conflict resolution
 - c. Bullying
 - d. Thinking

2. Communication is the task of imparting _____
 - a. Training
 - b. Information
 - c. Knowledge
 - d. Message

3. Management by walking around
 - a. is good for the health
 - b. can be achieved by good inter personal skills
 - c. is not really necessary
 - d. disturbs the work of the employees

4. The _____ of business letter is called layout
 - a. Body
 - b. Content
 - c. Pattern
 - d. All of the above

5. A Blog is
 - a. an opinion of the blogger
 - b. authentic and reliable
 - c. a tool of official communication
 - d. All of the above

6. Proof reading is

- a. The first step while writing any document
 - b. Checking and rectifying errors before submitting a document
 - c. Providing the data to prove the statements you made
 - d. Done electronically
7. A negative message
- a. is the best way to make employees motivated
 - b. should be polite
 - c. is best avoided
 - d. should also name employees to be effective
8. A Report is written in
- a. Present Perfect Tense
 - b. Indirect Speech
 - c. First Person
 - d. Present Continuous Tense
9. A Group Discussion assesses you in
- a. Computational Skills
 - b. Hard Skills
 - c. Listening Skills
 - d. Written Skills
10. A Business Proposal
- a. should be vague to seek diverse clients
 - b. has to provide the specifications of the product
 - c. is oral or written
 - d. can include the failures of the product
11. A Presentation needs to be strong on
- a. Language
 - b. Body Language
 - c. Content
 - d. All of the Above
12. The following is (are) non-verbal communication
- a. Facial expression
 - b. Appearance
 - c. Posture
 - d. All of the above

Part – B (200 Words)
Answer Any 5 out of 7

5 x 4 Marks = 20 Marks

13. Differentiate between a Notice and Circular.
14. The grapevine is a double-edged sword. Give your views.

15. What are your general suggestions to write a report?
16. Explain the process of Knowledge Management
17. What is meant by individualistic and collectivist cultures?
18. What are the barriers to listening?
19. Your company Office-Mate, which manufactures office stationery, has been awarded a prestigious quality award for both product design and service delivery. You are the CEO of the company and want to communicate this information to all the employees of the company. You would also like to use this opportunity to motivate the employees to continue with the good work. Write an internal memo to all your employees.

Part – C (500 Words – Case Study/Analytical Problem/Essay)

Compulsory

1 x 7 = 7 Marks

20. The Student Council of the 'International Conference on Shipping Practices with respect to Safety at Sea', 7th May 2018 at IMU has to conduct a meeting to decide on the work that has to be done. Aspects like inter-college management games/competitions, paper presentations, and publication of journal, sponsorships, accommodation and transport of delegates; catering, decoration has to be discussed. Prepare an Agenda for this meeting to be held on 2nd Jan 2018.

Answer Any 3 out of 5

3 x 7 Marks = 21 Marks

21. In the capacity of the HR Manager, write an internal proposal to your CEO to set up a gymnasium in the company premises. Pitch your proposal towards enhancing the productivity of employees by promoting good health. Automatic treadmill, ab-crunchers, fitness balls, muscle toning equipment and cardio-fitness equipment are some of the machines you have to install. Air-conditioning, TV and music are essential to the gym just as trainers and attenders to maintain it. Write an internal proposal using the letter format seeking an initial budget of 20 lakhs and an annual budget of 6 lakhs for maintenance.
22. Write a note on effective feedback enumerating the different types.
23. How would you answer this question in an interview: What are your strengths and weaknesses?
24. Explain the basic writing guidelines for a resume.
25. What are podcasts and their utility?