

**INDIAN MARITIME UNIVERSITY**  
(A Central University, Govt. of India)  
**End Semester Examinations - December 2018**  
**SEMESTER-I**  
**M.B.A (Port and Shipping Management) /**  
**(International Transportation and Logistics Management)**  
**COMMUNICATION SKILL- PG21T2104/PG22T2104**

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Date: 29-12-2018  
Time: 3 Hrs

Max Marks : 60  
Pass Marks: 30

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**PART- A**  
**(Answer all the Questions)**

**12 x 1 = 12**

1. (a) Looking over a book quickly to get a superficial idea of its content is called
- A. Intensive reading
  - B. Extensive reading
  - C. Skimming
  - D. Scanning
1. (b) Knowledge Management
- A. requires technical support to be successful
  - B. is a futile exercise
  - C. has enhanced the knowledge of the employees
  - D. is the same as skills management
1. (c) Blog is
- A. an official website of the company
  - B. an authentic source of information
  - C. no longer in use today
  - D. an opinion of the writer
1. (d) Collectivist cultures
- A. are no longer existent.
  - B. are family and group-oriented.
  - C. are more in European countries .
  - D. collect cultures of the world.

1. (e) A good career objective

- A.is the vision of the employee and his skills in sync with the prospective organisation
- B.is the essence of a resume
- C.has lot of big and fancy words
- D.does not exist

1. (f) Management by walking around

- A.is good for the health
- B.is not really necessary
- C.disturbs the work of the employees
- D.can be achieved by good inter personal skills

2. Fill in the blanks by choosing an option given in the bracket

- (a) Communication Skills and \_\_\_\_\_ go together.(Conversational Skills/Listening Skills)
- (b) A.O.B means \_\_\_\_\_ (All Our Business/Any Other Business)
- (c) In a Group Discussion, along with what you said, your \_\_\_\_\_ and \_\_\_\_\_ is equally important.(emotion, reaction/language, body language)
- (d) While writing a report, a \_\_\_\_\_ check is essential towards credibility.(plagiarism/technical)
- (e) An interview tests you in \_\_\_\_\_ (confidence/fashion)
- (f) Proposals are \_\_\_\_\_ (internal or external/ interior or exterior)

**PART – B (200 Words)**  
**(Answer any Five out of Seven)**

**5 x 4 = 20**

- 3. Write a report on the Clean-up Drive conducted in your campus last week.
- 4. The grapevine is a double-edged sword. Give your views.
- 5. Explain the process of Knowledge Management
- 6. What are the barriers to listening?
- 7. Your company A2Z, which manufactures exquisite office stationery, has been losing bundles of hand-made paper from the factory. As the supervisor of the shop floor, communicate this information to all the employees of the company by an internal memo to all the workers.
- 8. List the do's and don'ts of netiquette.
- 9. Describe Individualistic and Collectivist cultures.

## **PART - C**

**(Question No.10 is compulsory and Any three questions to be answered from the remaining Questions)**

**4 x 7 = 28**

10. In the capacity of the HR Manager, write an internal proposal to your Director to set up a Health cum Recreation Club in the company premises. Pitch your proposal towards enhancing the productivity of employees by promoting good health and happiness.

Treadmills, ab-crunchers, fitness balls, muscle toning equipment and cardio-fitness equipment are some of the machines you have to install in the gymnasium, while equipment of Table-tennis, Billiards-Snooker along with few board games and a library are what is required in the recreation room. 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 30 lakhs and an annual budget of 6 lakhs for maintenance.

11. Give a typical format of the agenda of a meeting.
12. Write a note on effective feedback enumerating the different types.
13. How would you answer this question in an interview: What are your strengths and weaknesses?
14. Calling fresh MBAs for the position of Management Trainees in the Logistics department of Shippers Tippers, a multinational company. Fresh MBAs with PSM or ITL as a specialization with excellent interpersonal skills and ability to communicate (both written and spoken) in at least one regional language in addition to English and Hindi may apply. The candidate must be prepared to serve globally and should be passport ready. Applications should reach us before 15days from the date of this advertisement. Excellent compensation package for deserving candidates will be given. Make a suitable application for the above advertisement by writing a cover letter and enclosing your resume.
15. What are podcasts and their utility?

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