

Navrachana University
School of Business and Law – MBA / MHRM
End-Semester Examination November 2017
First Year – Semester 1
Analytical Communication – LC 121

Date: 24.11.17
Time: 10.30 to 12.30

Marks: 40

Instructions:

- Write each answer on a new page
 - Use of calculator is not permitted
 - Total no of pages is 2
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- Q1.** What according to you is communication? What are the types of communication? (5 Marks)
- Q2.** What are the barriers in communication? Explain in brief. (5 Marks)
- Q3.** What is oral communication? What are its merits and demerits? (5 Marks)
- Q4.** What are the problems in communication while working in Teams? (5 Marks)
- Q6.** What is PR? Explain PR in brief. (5 Marks)
- Q7.** Respond on the following statements (5 Marks)
- Agree or Disagree (if you disagree explain in one line)
 - a. When you are doing a presentation you should not do any audience analysis
 - b. If any customer finds fault with your product, then as a PR communicator you should not respond
 - c. In any kind of Communication the medium has to be chosen carefully
 - d. Its always advisable to reconfirm with the communicator in case of any doubts
 - e. Miscommunication can lead to deaths in Airlines business

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Q8. Communication Failure – Case Study

(10 Marks)

Case Scenario –

Mr and Mrs Basu went to Woodlands apparel to buy a pullover. Mr Basu did not read the price tag on the piece selected by him. At the counter while making the payment he asked for the price . Rs 950 was the answer.

Meanwhile, Mrs basu who was still shopping came back and joined her husband. She was glad that he had selected a nice black pullover for himself. She pointed out that there was 25% discount on that item. The counter person nodded in agreement.

Mr Basu was thrilled to hear that. “ It means the price of this pullover is just Rs 712.”That’s fantastic” said Mr Basu . He decided to buy one more pullover in green color. In no time , he returned with the second pullover and asked them to be packed. When he received the cash memo for payment, he was astonished to find that he had to pay Rs 1900/- and not Rs 1424/- .

Mr Basu could hardly reconcile himself to the fact that the counter person had quoted the discounted price which was Rs 950/-. The original price printed on the price tag was Rs 1266/-

Questions to answer –

- a. Identify the three sources of Mr Basu’s information.
- b. What should have been done by Mr Basu to avoid misunderstanding?
- c. Who is to blame for the communication gap and why?
- d. What would you do to be clear in communication when you are going for shopping during a sale?

-----End of Question Paper-----