

# SHRI RAMSWAROOP MEMORIAL UNIVERSITY

## End Semester Examination (2021-22)-Odd Semester

MBA – I Year (I Sem)	
Course Name: Managerial Communication	Code: MMG1025
Time: 02 Hours	Max Marks: 60

<b>University Roll No.</b>													
<b>(To be filled by the Student)</b>													

**Note: Please read instructions carefully:**

- The question paper has 03 sections and it is compulsory to attempt all sections.
- All questions of Section A and C are compulsory; questions in Section B contain choice.

<b>Section A: Very Short Answer type Questions</b> <b>Attempt all the questions.</b>		BL	CLO	Marks (10)
1.	Distinguish between 'oral' and 'written' communication.	BL4	CLO1	02
2.	Delineate the advantages of 'teleconferencing' in business communication.	BL1	CLO3	02
3.	Explain the importance of the 'receiver' in the communication process.	BL2	CLO1	02
4.	Illustrate the strategy for success in Group discussion	BL3	CLO4	02
5.	Illuminate the relevance of press release	BL3	CLO5	02
<b>Section B: Short Answer Type Questions</b> <b>Attempt any 03 out of 05 questions.</b>		BL	CLO	Marks (30)
1.	'We communicate primarily through words.' Elucidate the statement and discuss the various other ways of communicating.	BL2	CLO1	10
2.	There is often a variation between the message that is sent and received.' Examine why this is so, emphasizing the various barriers in communication.	BL3	CLO3	10
3.	Shyam is a final year MBA student. Outline and explain to him the factors that must be kept in mind while facing an interview panel.	BL4	CLO4	10
4.	Highlight the importance of 5Ws and one H in report writing.	BL5	CLO5	10
5.	Elucidate the importance of the following in a meeting: (i) Agenda           (ii) Minutes	BL5	CLO5	10
<b>Section C: Case Study</b> <b>Read the given Case Study and answer any one question.</b>		BL	CLO	Marks (20)
1.	<p><b>ORGANIZATIONAL COMMUNICATION AT ATLANTA</b></p> <p><u>Introduction</u></p> <p>Leigh Randell is the supervisor of in-flight services at the Atlanta base of Omega Airlines, a successful regional air carrier with routes throughout the South and Southwest. In addition to Atlanta, it has bases in six major cities.</p> <p><u>Randell's job profile</u></p> <p>Randell's job involves supervision of all in-flight services and personnel at the Atlanta base. She has been with the airline for seven years and in her present job for two years. While preferring flying to a permanent ground position, she decided to try the management position. In her</p>			

job, she reports directly to Kent Davis, vice president of in-flight services.

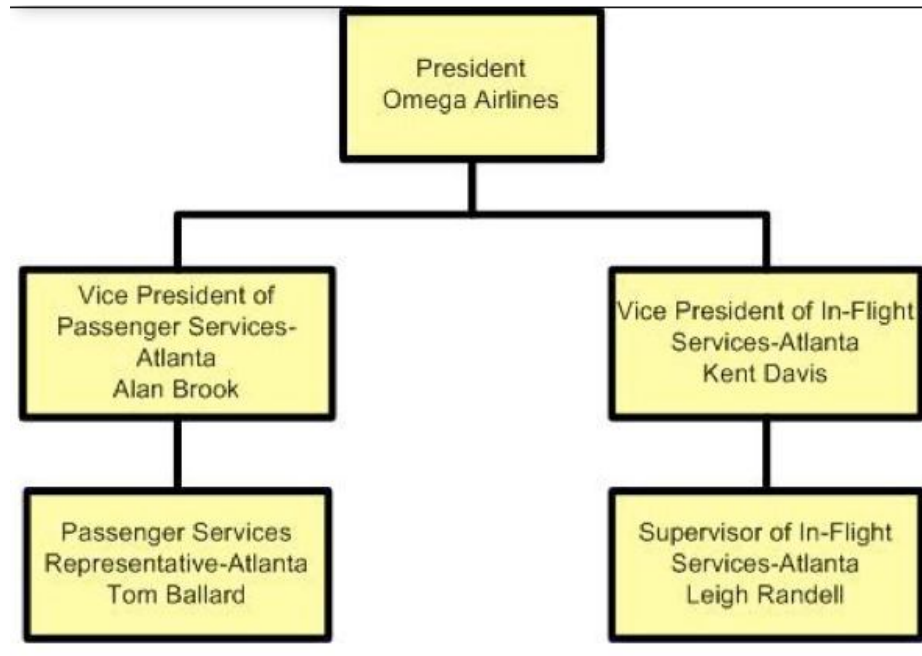
**Randell's efforts to enhance customer satisfaction**

During the past year, Randell has observed what she believes is a great deal of duplication of effort between flight attendants and passenger service personnel in the terminal with respect to paperwork procedures for boarding passengers. This, she believes, has resulted in unnecessary delays in departures of many flights-especially through flights (those that don't originate or terminate in Atlanta). Since most Omega through flights stop in Atlanta, Randell believes that such delayed departures are probably not a major problem at Omega's other bases or at smaller airports. Thus, she has decided to try to coordinate the efforts of flight attendances and passenger service personnel with a simpler, more efficient boarding procedure, thereby reducing ground time and increasing passenger satisfaction through closer adherence to departure times.

**Communication Problems**

In this respect, she has, on three occasions during the past two months, written memo to Tom Ballard, Omega's passenger services representative at the Atlanta base. Each time, Randell has requested information regarding specific procedures, time, and costs for boarding passengers on through flights. She has received no reply from Tom Ballard. His job involves supervision of all passenger service personnel. He has been with Omega for five years, having joined its management training program immediately after graduating from college. He reports directly to Alan Brock, vice president of passenger services at the Atlanta base. Exhibit 1 presents the organization structure for the Atlanta base.

Exhibit 1. Omega, Atlanta: Organization Chart



Last week, Leigh wrote a memo to Kent Davis:

*For several months, I have been trying to develop a new method for facilitating the boarding of passengers on through flights by more closely coordinating efforts of In-Flight Services and Passenger Services. the results would be a reduction in clerical work, cost and ground time and closer adherence to departure times for through flights: "Unfortunately, I have received no cooperation at all in my efforts from the passenger service representative. I have made three written requests for*

	<p><i>information, each of which has been ignored. Needless to say, this has been frustrating to me. While I realize that my beliefs may not always be correct, in this instance I am only trying to initiate something that will be beneficial for everyone involved: Passenger Services, In-Flight Services, and, most important, Omega Airlines. I would like to meet with you to discuss this matter and the possibility of my transferring back to flight duty.</i></p> <p>Kent Davis summoned Alan Brock and Tom Ballard to a hastily called conference. Tom Ballard was mildly asked why he had not furnished the information that Randell has requested. "Too busy", he said. "Her questions were out of sight. There was no time for me to answer this sort of request. I've got a job to do. Besides, I don't report to her".</p> <p>"But Tom, you don't understand," Kent Davis said. "All Leigh Randell is trying to do is improve the president system of boarding passengers on through flights. she has taken the initiatives to work on something that might benefit everyone".</p> <p>Tom Ballard thought for a moment. "No, " he replied, "it didn't look like that to me. You know I've also had ideas on how to improve the system for quite sometime. Anyway, she's going about it all wrong."</p>			
	<b>Answer any one question</b>			
a.	Describe barriers to effective communication that you detect in this case?	BL2	CLO2	20
b.	While communicating information vertically up or down the organization does not present a major problem, Analyze why horizontal and diagonal communication are more difficult to attain?	BL4	CLO1	20
c.	Formulate a solution to the communication problem given in the case. What would you recommend that the management of Omega Airlines do to remedy this situation?	BL6	CLO4	20

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