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MBAS 406

I Semester M.B.A. Degree Examination, January 2020

BUSINESS ADMINISTRATION

Communication and Soft Skills

Time : 3 Hours]

[Max. Marks : 70

SECTION – A
(Compulsory)

Answer to the question should not exceed six pages. **(1 × 15 = 15)**

1. What are the different non-verbal indicators most prevalent in business communications? How might cultural differences result in misinterpretation of the indicators?

SECTION – B

Answer **any five** of the following questions. Each question carries **8** marks. Answer to the following should not exceed five pages. **(5 × 8 = 40)**

2. How can communication knowledge and soft skills help you be more effective organizational person?
3. What are the guidelines the interviewer should follow to conduct an effective interview?
4. What are some specific reasons for poor downward communication and how can it be improved?
5. How can the grapevine influence be controlled? Explain.
6. Explain in detail, how letters of application and resume differ?
7. What is the significance of stress management and self-hypnotism?
8. Write the guidelines for preparing memoranda.
9. What is consensus building in communication? Explain in detail.



SECTION-C
(Compulsory)

Answer to the following questions should not exceed six pages :
(1 × 15 = 15)

10. Thermax Engineering Ltd. is a consulting engineering firm that provides comprehensive engineering, procurement and project management services to the production, drilling and processing sectors of the petroleum industry worldwide. The company has expertise in fit-for-purpose designs for onshore, arctic and offshore facilities. Thermax services include the preparation of feasibility studies, preliminary designs and cost estimates; design criteria; detailed drawings and specifications; equipment specifications; and operating manuals. These design services are complemented by providing procurement, construction supervision, start-up assistance, and project operation and management. In total, there are approximately 400 employees at Thermax. The parent company of Thermax is ASRC Energy Services. The culture at Thermax Engineering is a project team-based organization.

Communication between the two companies, ASRC and Thermax, is currently conducted by intranet, telephone and e-mail. The challenge is having both organizations get the same message out to their staff. Internally, Thermax has a newsletter—with an electronic and a print version, each of which has slightly different content. The online newsletter comes from management and deals with new work the company has coming in, jobs landed through the bidding process and other stories of interest. The print newsletter is circulated quarterly and distributed to all employees.

Jashan Trivedi, who was a project manager at Thermax, found difficulty to communicate with his immediate supervisor. He wanted to request for a promotion, but was unable to express. Jashan felt he wasn't prepared to show why he was worth more money and recognition. His resistance and unhappiness were growing each day. He felt he wasn't being valued for his contributions and was getting ready to leave the company. He was very hesitant to speak up in meeting, didn't know what exact words and phrases to use and, what he didn't realize, he wasn't dressing for the role of an executive.

Questions :

- (a) Discuss the communication barriers that are faced by employees at Thermax and its parent company ASRC.
- (b) Briefly explain the measures that can be taken by Jashan Trivedi to overcome his problems.