

**Code No: 13MBA1004****ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)****I MBA I Semester Regular / Supplementary Examinations, December – 2015****ORGANIZATION COMMUNICATION****Time: 3 Hours****Max. Marks: 60**

**Answer any FIVE questions  
All questions carry equal marks  
Question No.8 is Compulsory.**

1. Discuss briefly how oral communication is different from written communication.
2. “A cry of agony is more powerful than a tale of woe”. Elaborate the statement in the context of non verbal communication.
3. What are the various communication barriers? What can be done to overcome the barriers to communication?
4. What are the means of inter and intra organizational communication. Explain with suitable examples.
5. What is reading efficiency? How will you improve reading efficiency?
6. Explain about the various types of reports.
7. Listening is the most important communication skill. Comment on this statement.
8. CASE STUDY:

Mr Raja Raman was supposed to give presentation on “Time management” at 10.30 a.m. He reached the venue at 11.15 a.m. and after that he took half an hour to fix his LCD and set his presentation. Then he gave his presentation, which was designed by many visual aids, examples and good language. In between, he kept looking at the screen to read out the main points. During his speech, he kept repeating the words. “isn’t it? “ at the end of the presentation, which finished one hour later than its scheduled time, the manager of the company took the feedback of the presentation, and to the surprise of Mr. Raj Raman, received a completely negative feedback. He was unable to understand that even after preparing such a good presentation why was feedback negative.

Questions:

- i. Point out mistakes committed by Mr. Raja raman?
- ii. What are the guidelines for Mr. Raja raman in using the visual aids.
- iii. Though he had prepared good content. Why his presentation was not well received.
- iv. Write the elements of presentation, where Mr, Raja Raman has to focus to improve presentation.

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