

Subject code: 13MBA1004

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT,TEKKALI
(AUTONOMOUS)**

**I MBA I Semester Regular Examinations, February - 2014
Organizational Communication**

Time : 3 hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks.
Question No. 8 is compulsory.**

1. How does communication help you at work and outside work? What are the benefits associated with effective communication?
2. What do you mean by listening? List the benefits that would accrue to you if you improve listening skills.
3. Assuming that you are the Sales Officer of one of the companies producing water-coolers, draft a quotation letter in response to the above enquiry. Invent necessary details.
4. 'Non-verbal communication is more important than verbal communication'. Discuss.
5. Suppose you have always has terrible state fright. You are among the finalist interviewing for a job and learn that giving occasional oral presentation is a part of the job description. Should you take the job if offered? Why or why not?
6. Briefly discuss the various audio-visual aids that are used in oral presentation.
7. "Reports play a very significant role in the management of modern business". Discuss.
- 8. Case study (compulsory)**

One of The Emirates Royal Family, The Current Sheik's brother, who is in the VIP list of Hotel, he has an agenda to come to Thailand for the important seminar. This is his first visit in Conrad Bangkok. The Embassy of United Arab Emirates' secretary contacted directly to the sales representative of the hotel who is responsible for the embassies and government account one month before his royal highness arrival. The embassy states clearly all information that required including with type of the room, the needed in-room facilities and decoration, his favor of foods, favor of drinks, favor of aroma, attracted view, his arrival flight and time. They also require for the most formal welcoming from the Hotel's Management Team and Fast track of Check-In which is normally provided for VIP. When it is time for his royal highness arrival, everything does not going smoothly. Due to the fact that his royal highness comes with just the two entourage; very simply and quietly, the first welcoming is very disappointed. No management team in front of the door for formal welcoming, no garland, no welcoming drink.

And it is more disappointed, when his royal highness's entourage has to check-in at the counter normally. Then the situation worsens by his royal highness and his entourage have to go up to their suites guided by just the normal bell boy. There is not even one sales representative accompanying. In his royal highness suite, the decoration and preparing is the same as usual. No extra requirement is prepared. The Sheikh's brother is very upset and demands for changing the hotel immediately. Fortunately, the reservation manager called to Sales Department and acknowledges the sales team about the diabolical situation. One Re-Active salesperson still works in the office in that very late night. However, she is not responsible for the embassy account. She knows nothing about this royal family arrival. Then she searches for the file that kept in the sales who is responsible for this account's folder and finds some information about this royal favor. Hence, she calls to the room service asking for the nice chocolate which is his royal highness's favorite. But the room service also does not have any information about this as well, so they cannot prepare that chocolate. The similar situation happens with the florist and housekeeping department. These two departments get the information from the email that sent by Sales department but the information is not deep in detail enough, no specific type of flowers, type of pillows and etc. Moreover, the staff who receives the email does not share the information to others within department as well. So, this salesperson goes to the nearest luxury department store and buys the nicest chocolate that she can find and one garland. Then she goes to his royal highness suite to apologize about everything with the chocolate and garland. Moreover, she purchases the spa most luxury package to his royal highness while the housekeeping rearranges and prepares the room and also purpose no charge of all expense. Luckily enough his royal highness was now reduced in temper and agrees with the proposal. Then everything comes back to normal. However, after his departure, the big complaint was made by the embassy. There is no revenue from this booking in the end.

Questions:

1. What is the main problem faced by the department?
2. If you are appointed as a Business Development Officer, What strategies do you adopt to improve the situation?
3. What are the reasons for negligence of staff?
4. Why VIP customers did not get proper service?
