

**AR13**

**SET-02**

**Subject Code: 13MBA1004**

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

**I MBA I Semester Regular Examinations, February - 2015  
ORGANIZATIONAL COMMUNICATION**

**Time: 3 hours**

**Max Marks: 60**

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

1. "Communication plays a crucial role in the progress of an organisation". Discuss.
2. What does 'Listening' mean? Explain the various types of listening?
3. Define Cross Cultural Communication. How to improve cross-cultural communication skills?
4. What is an interview? Explain the various types of interviews.
5. What is a report? What are the elements of effective business report writing?
6. What do you mean by Grapevine Communication? What are the advantages and disadvantages of grapevine communication?
7. "Body language reveals your inner self and personality". Do you agree?

**8. Case study(compulsory)**

Wise Web Analytics is a California-based multinational company that has set up its offices in Hyderabad and Bangalore. Santosh has recently joined this company in its Hyderabad office. He is a part of a team that has members from New York, Shanghai, and Malaysia for a major project in the area of risk analysis. His project manager Julie is based in San Jose. In the first week of his joining the company, Julie wanted to call for a project meeting of all the members' through video conferencing. She asked Santosh whether it would be for him to join the meeting at 7 p.m. Santosh knew that he had another important assignment at 6 p.m. and he was not sure whether that would be over or not by 7 p.m. But he did not directly say 'No' to Julie. He said that if the team could wait for some time, it was fine or else they could go ahead with the meeting and he would join later. Put off by his reply, she firmly asked him whether he said 'Yes' or 'No'. And this confused Santosh.

**Questions:**

- a) Analyse the cultural differences involved in this case.
- b) What do you feel about Santosh's way of answering?
- c) What would Julie think about Santosh?

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