



Communication Skills
Term Examination
1 Year
September 2019

Time - 3 Hour

MM-50

The question paper contains TWO printed page/s.

I Read the following case and answer the questions given below:

[10]

Iris Jones is the Associate Vice President of a large chain pharmaceutical company based in the northeastern part of the country. Recently her chief operating officer, Philip Walker, asked her to complete five high revenue generating projects for the company. Her expedient completion of these projects would enable her to advance into a senior-level management position. Determined to get a promotion, Jones handed these projects over to her very competent network team. The team was hesitant to work hard, for in the past Jones took all the credit and bonuses for herself, when they were the ones who accomplished all the tasks. They also tried to talk to her and discuss this issue but every time they approached, she would respond very aggressively and yell at them. The team members did not have a direct access to the top management; hence they had to succumb to Iris's rude behavior every time. Nonetheless, the team took on these new high profile projects and completed them with a very high success rate. Months later as the profits began to rise, Jones was summoned into Walker's office. When asked if her team contributed in any way to her successful projects, Jones simply answered "No" and took all the credit. Walker was planning to increase her team's salary but felt no reason for it after Jones' response.

Questions to Answer :

- Is Iris communicating effectively with her team mates? State reasons for your answers.
- What is meant by communicating effectively at workplace? What are the different components of communication process?
- Define barriers to communication? What are the different barriers to communication at workplace?
- Identify the barriers in this case and suggest solutions.
- What do you think of Jones's inability to highlight her employees' meritorious work? If you were Iris, what would you do in this situation?



II Answer ALL questions

[12]

1. What qualities should a candidate possess to be successful in a Group Discussion and Job Interviews?
2. Define Persuasion and discuss its three techniques- Ethos, Pathos and Logos.
3. As a powerful personal development tool how would you use SWOT Analysis.
4. How can you make your communication effective and stimulating by using the 7 C's of communication? Explain the relevance of the 7 C's with appropriate examples.

III Write a letter applying for the position of Team Manager, Hospital Administration, New India Healthcare Ltd. You should enclose your Resume. [8]

The letter should be addressed to Mr. Mangesh Swaminathan, HR Manager of the company.

The essential qualifications are MBA with a specialization in Hospital Management and one year's experience as a Trainee in a Healthcare company.

IV If you are the communication manager of your organization, what would be the steps by you to improve the presentation skills of the employees of your organization. [5]

V According to research, Non-Verbal Communications forms the most important aspect of oral communication. Citing examples from your real life, how would you relate to: [5]

- a) Proxemics (Personal & Professional life)
- b) Haptics
- c) Oculistics
- d) Kinesics

VI Imagine you were invited by your friend/workmate but could not make it due to an emergency. How would you inform him/her the situation on phone? Describe the conversation. [5]

VII A report can be divided into three parts: prefatory, main and terminal. What are the key elements of each section? [5]

LIHMR UNIVERSITY
Institute of Health Management Research
MBA Hospital and Health Management
Batch-24 (2019-2021)
Communication Skills
Term Examination
1 Year
October 2019



Time - 3 Hour

MM-50

The question paper contains TWO printed pages.

I Read the following case and answer the questions given below:

[10]

Charisma Corporation (CC) has recently embarked on a new kind of training. The corporation is teaching many of its employees – especially those in marketing and sales – to make decisions on the basis of non-verbal communication cues. For Ms. Malini Verma, Vice President of CC, focusing on non-verbal communication has become an important part of her interpersonal dealings.

Several years ago, Ms. Verma became interested in how body movements and mannerisms truly reflect what an individual is saying. Continually reading in this area of study, Ms. Verma has been able to make decisions about potential customers by 'reading' them. For example, Ms. Verma believes that body language can give a person a competitive advantage. It can make the difference when closing a sale, or in CC's case, hiring new employees. For example, during interviews, Ms. Verma pays constant attention to the job candidate's eye movements and mannerisms. She believes that she can correctly predict if the candidate will be aggressive salesperson while simultaneously being personable and friendly. How does she do this? She does this by looking at candidates' eyes and the way they present themselves. In one case, a hiring decision came down to two people. The first candidate was animated and made constant eye contact. The second candidate never looked her in the eye, leaned back in his chair, and crossed both his legs and arms. The first candidate demonstrated the communication skills that Ms. Verma found aligned with successful performance in her organization.

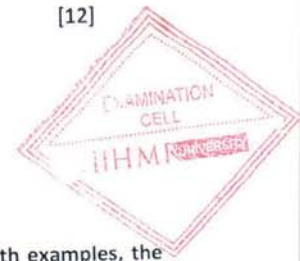
Ms. Malini Verma is convinced that non-verbal communication can play a significant role in helping her organization achieve its annual sales goals. Personally she has found that it helped her 'quality' customers. For instance, even though a potential customer says, 'Yes', with his or her arms and legs crossed emphatically, it means, 'No!' Understanding this, Ms. Verma is in a better position to probe further into the possible objections the customer has. She has found that, in many cases, she is able to steer the conversation in a direction that ultimately leads to successfully closing a sale. And that is a major competitive advantage.

- a) Describe the communication process that Malini Verma uses in her dealings with candidates and employees.
- b) What problems might Verma encounter by her heavy reliance on non-verbal communications?

II Attempt ALL questions:

[12]

- a) How can a topic be analyzed in a group discussion?
- b) Write the difference between an abstract and an executive summary.
- c) Why is it important to adopt a "you" approach when preparing a resume?
- d) Why is managerial communication important at workplace?



III 'Actions speak louder than words,' in the light of this statement enumerate, with examples, the importance of non-verbal communication

[5]

IV Define a resume. What is the main difference between a CV and a Resume? What role does it play in getting you an interview for a job?

[5]

V Write short notes on the following

[8]

- a) List down the parts of a business letter
- b) The different visual aids that can be used to supplement presentations.
- c) Common reasons that impede effective listening. Enumerate with examples.
- d) Paragraph Writing and its components.

VI Consider an occasion when you have been on the receiving end of someone trying to influence and persuade you. What strategies did they use?

[5]

VII For each of the following situations mentioned below, describe the responses, both verbal and non-verbal that will be displayed by the individuals.

[5]

- a) You are in a line at the store. Someone behind you has one item and asks to get in front of you. You say: (Passive response)
- b) You have been talking for a while with a friend on the phone. You would like to end the conversation and you say: (Assertive response)
- c) A loud stereo upstairs is disturbing you in the midst of your examination studies. You phone your neighbor and say: (Aggressive response)
- d) Shubham is at a business lunch and someone at his table starts smoking, which offends him and makes it difficult for him to breathe because of his asthma and he says: (Assertive response)