

Effective Communication – 2015

MMM, MFM, MHRDM, MIM Second Year Sem III

Duration – 4 Hrs

Marks - 60

Instructions:

- Question no.1, Case Study is compulsory.
- Attempt Any Three from Question no. 2 to 5.
- All questions carry 15 marks.

1. Case Study

Rajiv was a manager in a multinational firm in Mumbai. The immediate team of executives reporting to him consisted of 12 members and was based in Delhi. One day, three members of his team – Nikhil, Smita and Joy – approached him for leave during a very busy season for the company. Their cases for leave were as follows:

Case I – Nikhil's parents were based in Pune. His father had met with an accident and was in a serious condition. There was no one to take care of his father, and his mother could not handle the situation alone. Nikhil wanted to rush to Pune immediately.

Case II – Smita's younger sister, based in Delhi, had cleared the Delhi University entrance exam and needed help to manage the admission processes.

Case III – Joy had some happy news from home. His wife had given birth to a baby boy, their first child. She was in Kolkata with her parents and he had to immediately leave to be with his wife.

Rajiv was confused. He could not grant leave to all these three team members as this would cause severe manpower shortage. He had to take quick decision.

Questions.

1. Whom should Rajiv grant leave to? Why?
2. Write three emails, one each to Nikhil, Smita and Joy replying to them on the status of their leave application.
3. How would you convince the employees, through your email, whose leave request you are rejecting?

2. **Answer any Two of the following:**

- a. Distinguish between 'formal' and 'informal' communication. Describe the various directions in which the formal communication generally flows.
- b. Explain the principal barriers to communication. Also elaborate on barriers emanating from superiors and subordinates.
- c. What role Negotiations play in a successful sustainable Business?

3. **Short Notes (Any Three)**

- a. Essential skills of Listening
- b. Meetings in Organisation.
- c. Non Verbal Communication
- d. Website & E mails
- e. Press Communications
- f. House Magazine

4. What are the important aspects you will keep in mind, whilst preparing a Presentation on a Business Challenge, to Senior Managers in your Company. You obviously will want to make a good impression, on your Bosses and would like to make a superior Presentation!

5. Due to a stringent new Pollution Control Law passed by the Maharashtra Legislature, many factories in Mumbai City, which release affluent gases like Sulphur Dioxide and Carbon Monoxide into the atmosphere, have received Government Orders to shift to designated backward areas, where Free land for expansion and Power at concessional rates, will be provided by the State. Also no Excise Duty & Sales Tax will be recovered for five years.

Your Company has received a Notice from the Government Pollution Control Board, to either shut down your Manufacturing Operations in Mumbai, where you employ 300 Workmen, or shift to Gadchiroli, where your Company has been offered Free land and other benefits, as mentioned above. Gadchiroli has the reputation of having occasional Naxalite activity, in that area. If you choose to shut down the Factory, you will have to retrench the workmen, after paying them Retrenchment Compensation. You are the CEO of the Company. Write a letter of not more than 250 words, to your Employees, with the object of getting their acceptance, for shifting the Factory to the Industrial Estate, being developed by the Government at Gadchiroli.