

TILAK MAHARASHTRA VIDYAPEETH, PUNE

MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

EXAMINATION: MAY - 2025

SEMESTER - I

Sub.: Communication Skills (MBA107)

Date : 31/05/2025

Total Marks : 60

Time: 2.00pm to 4.30pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Grapevine Communication
 2. Advantages and disadvantages of written communication
 3. Functions of non-verbal communication
 4. ABC Rule
 5. Importance of Internal and External Communication
- Q. 2. Answer in detail (Any One) (10)**
1. What are the various types of communication in corporate organizations?
 2. Write the principles to effective communication
- Q. 3. Answer in detail (Any One) (10)**
1. Describe the various forms of non-verbal communication.
 2. What are the barriers to effective communication and suggest ways to overcome them.
- Q. 4. Answer in detail (Any One) (10)**
1. State the elements of the process of communication.
 2. State the difference between oral and written communication
- Q. 5. Case study (15)**
- Due to globalization, world has come closer. Worldwide 35% of the organizations are operating in more than parent nation Many people from different countries are working in different nations on overseas projects. During this process, the companies are recruiting global employees with diversity in language, culture and caste carrying impact on their performance and day to day activities of the organization. On major occasions chaos is also taking place due to languages and difference in perception and understanding. For example the symbol of “who” or “excellent” is indicated by making zero symbols of fingers. In China whereas it is zero –null or nothing. Thus generating non acceptance of employees also. This is taking place in case of names of vehicles, persons, festivals etc.
- Questions:**
- 1 As a Manager, Suggest strategies to make the environment smooth for employees and output for organizations.
 - 2 Give a solution to cultural diversity.
 - 3 Describe more possible challenges as a result of cultural diversity.