



SP – 136

P.G.D.B.A./D.H.R.M./D.M.M./D.H.A. Examination, October 2018
MANAGEMENT

Paper – 4 : Organizational Communication

Time : 3 Hours

Max. Marks : 100

Instruction : Answer all Sections.

SECTION – A

Answer any 10 of the following sub-questions. Each sub-question carries 2 marks. **(10x2=20)**

1. a) What is organizational communication ?
- b) State the natures of communication.
- c) What is interpersonal communication ?
- d) What is communication conflict ?
- e) What is cultural diversity ?
- f) What is ethical communication ?
- g) What are values of communication ?
- h) State the sources of communication conflict.
- i) What is teleconferencing ?
- j) Give the meaning of organization.
- k) State the limitations of technological advancement of communication.
- l) Expand LAN and PAN.

SECTION – B

Answer any 5 questions. Each question carries 7 marks. **(5x7=35)**

2. Write a note on informal communication.
3. Bring out the types of communication.
4. Explain small group networks.
5. How do you use technology to manage the conflicts in communication ?

P.T.O.



6. ~~Case Study-Compulsory~~ What are ethics? Bring out the technological code of ethics. 16 Marks

7. Deepika and Priyanka were good friends in college. After completing their MBA, they worked in a leading MNC which was into global sales of premium dry fruits brands. Two

8. Explain gender issues in organizational communication. years into their MNC career, they decided to contribute to start up India mission. Both of

9. Explain the benefits of adopting technology in organizational communication. Explain the jobs and started their new venture by contributing ₹150000 each. On 01 June

2015, they opened a small outlet in SECTION-C selling premium brands of dry fruits. They

SECTION-C tied up with leading online sales platforms to market their products.

Answer any three questions. Each question carries 15 marks. (3×15=45)

10. On 01 April 2017, both friends had a meeting with their accountant Ajitha to understand how the business was doing. The accountant briefed them that they are doing fine. She mentioned

11. Explain the communication process. that though the current bank balance is only ₹ 22000, there were customers who owed ₹

12. Draw the communication flow chart and explain it. ₹ 600000. Also the business owed to its suppliers ₹ 15600 in addition to a

13. Bring out the technological advancements in communication. loan outstanding from ICICI bank of ₹ 150000. Regarding truck which the business acquired two years ago for ₹ 600000, Ajitha informed that they had charged depreciation of

14. Is technology a boom or bust? Explain. 10% on it on WDV method. Regarding inventory of dry fruits, the accountant stated that they

are valued at ₹ 8400. Ajitha reassured the owners, that as on date their assets were more than their liabilities and hence their business is doing well.

On 31 March 2018, the friends and their accountant met to review their operations. The

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Though the firm made purchases of dry fruits for ₹ 3,06,690/- during the year, goods amounting to ₹ 12,340/- are still lying unsold.

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MANAGEMENT

The firm paid the annual interest of 10.25% on the loan outstanding. Also a part of principal amount was repaid on the last day of the year- ₹ 20,000/-

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Instruction : Answer all Sections.
Considering the above information

SECTION - A

- i) Prepare Balance Sheet of the firm as on 1.04.2017.

Answer any 10 of the following sub-questions. Each sub-question carries

2 marks

- ii) Compute Cost of Goods Sold.

(10×2=20)

- iii) Prepare Profit and Loss account for the year ending 31.03.2018.

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c) What is interpersonal communication?

d) What is communication conflict?

e) What is cultural diversity?

f) What is ethical communication?

g) What are values of communication?

h) State the sources of communication conflict.

i) What is teleconferencing?

j) Give the meaning of organization.

k) State the limitations of technological advancement of communication.

l) Expand LAN and PAN.

SECTION - B

Answer any 5 questions. Each question carries 7 marks.

(5×7=35)

2. Write a note on informal communication.

3. Bring out the types of communication.

4. Explain small group networks.

5. How do you use technology to manage the conflicts in communication?

P.T.O.



- 6. What are ethics ? Bring out the technological code of ethics.
- 7. Explain the ethical dilemmas of organizational communication.
- 8. Explain gender issues in organizational communication.
- 9. Explain the benefits of adopting technology in organizational communication.

SECTION - C

Answer any three questions. Each question carries 15 marks. (3x15=45)

- 10. Explain the factors influencing organizational communication.
- 11. Explain the communication process.
- 12. Draw the communication flow chart and explain it.
- 13. Bring out the technological advancements in communication.
- 14. Is technology a boom or bust ? Explain.

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