



JD - 131

**P.G.D.B.A./D.H.R.M./D.M.M. Examination, July 2016
MANAGEMENT**

**Paper - 4 : Organizational Communication
(Common to PGDBA, DHRM, DMM, DHA)**

Time : 3 Hours

Max. Marks : 100

SECTION - A

1. Answer any ten of the following in not exceeding six lines each.

(10×2=20)

- a) What do you mean by verbal communication ?
- b) What is downward communication ?
- c) Expand LAN and PAN.
- d) What is "NOISE" ?
- e) What is video conferencing ?
- f) Define small groups.
- g) What are the types of listening ?
- h) What is informal communication ?
- i) Define ethics.
- j) Define values.
- k) What is organisational communication ?
- l) What do you mean by crisis communication ?

SECTION - B

Answer any five of the following :

(7×5=35)

2. "Communication is not an event, it is a process" - Comment.
3. What are the features of video-conferencing ?
4. Explain how small groups are formed.

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5. Explain sources of conflict.
6. Write a note on communication process.
7. What are the applications of internet ?
8. Discuss the factors influencing an organisation.
9. Explain the disadvantages of informal communication.

SECTION - C

Answer any 3 of the following :

(3x15=45)

10. Write a note on impact of technology on organisational communication.
 11. Explain managing diversity and cultural diversity.
 12. Briefly explain the ways of retrieving communication barriers.
 13. Why is values necessary in organisational communication ?
 14. Explain the code of Ethics in technology.
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