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Masters of Business Administration (Distance)

Home Assignment – Sem-I
(2011-12)

Marks : 80

Communication Skills in Business

Code : MBA-103

Note :

- * The Paper consists of two sections I & II
- * Questions from Section I carry equal marks
- * Section II is Compulsory

Section I

- Q.1 What do you mean by Communication? (15)
- OR**
- Q.1 What is Communication Cycle? (15)
- Q.2 Discuss the Barriers of Communication. (15)
- OR**
- Q.2 Compare the direct and indirect communication with examples. (15)
- Q.3 What is the importance of written communication in today's world? (15)
- OR**
- Q.3 What are the principles of Communication? (15)
- Q. 4 **Write short Notes.** (Any 3) (15)
- a. Symbols in Communication
 - b. Upward Communication
 - c. Listening
 - d. External Communication
 - e. Role of language in Communication

Section II

Q. 5.

CASE STUDY

(20)

Most of the courier and cargo companies, when they send their total consignments (load in their language) to a particular station, they do it with advance intimation by way of sending E-mail (pre-alert message in their language). ABC Logistics was no exception to this procedure. Whenever they sent their load by evening flight to Mumbai, they sent pre-alert to Mumbai giving details of the load like flight number, total number of bags, total weight of the bags etc. Night-duty Airport Executive at Mumbai Airport use to retrieve the load and use to confirm the receipt of the load to the Bangalore office. The arrangement worked fine for months and even years. Airport Executive continued to get the pre-alert message and after retrieval of the load, he continued to confirm the receipt of the load.

On one fine night, Satish who was on night-duty at Mumbai airport observed that neither any pre-alert has been received from Bangalore nor Bangalore office had sent any load to them. He tried calling Bangalore office. But it was well past midnight and there was no response from Bangalore office. Security guard on duty told to the Airport Executive that nobody is available in the Bangalore office and staff on duty had left already. Satish knew that generally Ravi works in the night time. He tried calling on Ravi's mobile number but it was switched off. Satish had no other option except calling Asst Manager Operations of Bangalore, Charles. Charles tried contacting Ravi but he observed same what Satish had observed, that Ravi's mobile was off.

This was unique situation. He was concerned about what had happened. Charles tried calling other operations staffs to find out whether anybody knew home of Ravi. But none of them knew where Ravi's house was. Charles was disappointed. Though he had disturbed couple of staffs in the dead of the night, there was no much headway. Charles was on the horns of dilemma. Should I defer the matter for early morning or settle right away? After deliberating for couple of minutes, he chose latter.

As a last resort, Charles called Hari, HR Executive. Charles explained situation to him and told him to go to office and find out address of Ravi from the personal documents of Ravi. By the time it was 01:30 hours and Hari was aghast to find out that he was told to go to office at dead of the night. Willy-nilly, Hari went to his office, pulled out personal documents of Ravi and noted his address. Later he confirmed the address to Charles. Charles had no option but to commute 15 KM in order to go to house of Ravi. He reached Ravi's home at 02:15 hours.

For Ravi, it was a strange experience to find out that his manager was knocking his door at well past midnight. When questioned why he did not send the pre-alert, he just told that "very simple, today there was excess booking by other logistic companies and there was no space, so cargo officials of all the airlines refused to accept our load". "And since no load was connected, I did not send pre-alert as well. However, I have done booking for morning flight and load will be connected through morning flight." Charles was damn infuriated by his answer. But his fate had stored a little more frustration for him as while returning home from Ravi's home, night duty patrol cops caught for him driving his two-wheeler without driving license.

Questions

- 1. Write your opinion on this case study.**
- 2. What exactly is the communication issue in this?**
- 3. Give a proper solution on this problem.**