

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

MMM - SEM - I Batch (2017– 2020 Batch)

Subject: - Managerial Communication

End Semester Examination

Date: 24/11/2017

Maximum Marks: 25

Day : Friday

Duration: 1.5 hrs

Note: (1) All questions are compulsory. (2) Marks for questions are indicated on the right.

Q1) Discussion

(10)

Though it's sometimes called the *grapevine*, an informal network is an extremely important communication channel simply because it's typically widespread and can rarely be prevented, even if it's not officially sanctioned by the company. Unofficial information crosses virtually every boundary drawn by a firm's organization chart, reaching out and touching everyone in the organization, and it travels a lot faster than official information. As much of it is communicated orally, it's likely to get distorted and often degenerates into outright misinformation.

A rumor about layoffs gets started in the workplace doing more damage than the reality. Morale as well as productivity plummeted. Valuable employees started abandoning the ship (needlessly, what if the rumors are false ???). And imagine what can happen if informal information gets outside the organization. In any case, managers have to deal with the grapevine, and one manager has compiled a list of suggestions for doing so effectively:

- Tap into the informal network, either to find out what sort of information is influencing employee activities. *Take advantage of the grapevine*. Its only function is to carry information, so there's no reason why you can't pump some useful information through it.
- Circulate more meaningful information, including new ideas as well as corrective information. *Learn to live with it*. It's here to stay.
- *Tune into it*. Pay attention to the information that's circulating and try to learn something from it. Remember: The more you know about grapevine information, the better you can interact with employees (who, in turn, will probably come to regard you as someone who keeps in touch with the things that concern them).
- *Don't participate in rumors*. Resist the temptation to add your two cents' worth, and don't make matters worse.
- *Check out what you hear*. Because it's your job to replace bad

information with good information, find out what's really going on.

Alert managers noticed that as the grapevine is particularly active, they conclude that one; The organization's formal lines of communication aren't working as well as they should be and second; the best way to minimize informal communication and its potential damage is to provide better formal communication from the outset—or, failing that, to provide whatever formal communication will counteract misinformation as thoroughly as possible. So, as the workplace is overwhelmed by layoff rumors the senior manager of a long-term product-development team decides to consider suggestions and to follow with at least three specific responses:

1. Goes to respective authorities and supervisors to try to find out as much as possible about the organization's real plans.
2. Asks a senior manager or a human resources representative to meet with the different teams and address members' concerns with accurate feedback.
3. Makes it a priority to keep channels open—both between management and team members and between team members and the human resources department.

Because actions of this sort send a message, also reflect good leadership, the information in this case relates is shared with people who need it, and demonstrates integrity following through on a commitment to the employees.

Do you feel that the responses planned/suggested by the team manager are the best way to combat false rumors generated by the grapevine? If so why and how?? Please justify your points.

Q2) a) Name some interviewing behaviors that you can exhibit that send a positive non-verbal message. **(5)**

OR

b) What are the various stages in a writing process.

Q3) Explain the communication process with the help of a model? **(5)**

Q4) What are the different kinds/forms of noise in communication. **(5)**
