

UNIVERSITI SAINS MALAYSIA

Final Examination
Semester I, Academic Session 96/97

October/November 1996

AGW605 - MANAGERIAL COMMUNICATION SKILLS

Time : [2 hours]

INSTRUCTIONS

Please make sure that this examination paper consists of TWO (2) printed pages before you begin.

This paper consists of TWO (2) sections. Please answer ALL questions in Section A and TWO (2) questions in Section B. Total questions to be answered is FOUR (4).

Section A. Answer ALL questions.

1. Traditional management education has focused on teaching management systems and processes. Discuss the consequences of not teaching managers the human and interpersonal skills such as those taught in this course.

[25 marks]

2. By using examples, discuss how nonverbal communication differs from verbal communication.

[25 marks]

Section B. Answer TWO question questions only.

3. The "attention phase" within the perception process suggests that individuals concentrate on certain parts of environmental stimuli due to attention filters. Discuss the filtering process and the factors that affect attention within the perception process.

[25 marks]

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4. Malaysian businessman must understand the various social, cultural, and economic differences they will face when they attempt to do business in foreign countries. Discuss the 5 languages suggested by Edward T. Hall in the article "The Silent Language in Overseas Business" as it relates to communication.

[25 marks]

5. Managers must be aware of the various influence techniques to ensure effectiveness in achieving their objectives. Discuss the various techniques of upward and downward influence available to managers.

[25 marks]

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