

UNIVERSITI SAINS MALAYSIA

Second Semester Final Examination
Session 94/95

April 1995

AGW605 - MANAGEMENT COMMUNICATION SKILL

Time : [2 hours]

INSTRUCTION :

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

There are eight questions here. Questions **ONE (1)** is compulsory. Answer any **SIX (6)** of the remaining questions.

1. Discuss any **TWO (2)** of the following.

- a. Logrolling
- b. Bale's System of recording group behaviour
- c. Proxemics

[10 marks]

2. Describe some of the major elements that should be included in communication strategy.

[15 marks]

3. You are required to make a 15 minute presentation on the Malaysian Manufactured BUFORI Cars to a group of 6-8 years old children. What would you do to make this presentation useful and interesting to this audience?

[15 marks]

4. Write five questions that you would ask to terminate an interview as smoothly as possible.

[15 marks]

5. During the meeting what should a chairman/coordinator do to achieve maximum mileage from it.
[15 marks]

6. What are some of the barriers in effective listening? What should be done to improve comprehensive listening?
[15 marks]

7. What assumptions about negotiation are made by parties agreeing to go in for negotiation?
[15 marks]

8. Describe any FIVE systems of non-verbal communication. What are some of the similarities between verbal and non-verbal communication?
[15 marks]

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