

UNIVERSITI SAINS MALAYSIA  
Master of Business Administration

First Semester Examination  
Academic Session 1995/96

October/November 1995

**AGW605 - MANAGEMENT COMMUNICATION SKILLS**

Time : [2 hours]

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**INSTRUCTION :**

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

Answer any **FIVE** questions. All questions carry equal marks.

1. Why are committees formed? What could be done to make committee deliberations more effective?  
[20 marks]
  
2. Explain effective listening? What should be avoided *while* listening?  
[20 marks]
  
3. What is the purpose of employment interview? What should be done to make the applicant at ease during the interview?  
[20 marks]
  
4. How is negotiation different from other kinds of dealings that people/parties have with each other?  
[20 marks]
  
5. Describe some of the major considerations in developing effective communication strategies.  
[20 marks]

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6. Discuss some of the major considerations during pre-negotiation planning that help in developing win-win strategies during the actual negotiation.

[20 marks]

7. Answer any **TWO (2)** of the following.

- a. Negotiation surplus
- b. Linguistic determinism
- c. Groupthink

[20 marks]

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