

UNIVERSITI SAINS MALAYSIA
Master of Business Administration

First Semester Examination
Academic Session 1995/96

October/November 1995

AGW605 - MANAGEMENT COMMUNICATION SKILLS

Time : [2 hours]

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]

...2/-

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]

- oooOooo -