

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA. Sem-I Remedial Examination April 2010

Subject code: 810004**Subject Name: Managerial Communication****Date: 07 / 04 / 2010****Time: 12.00 noon – 02.30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) “Listening is not just as hearing, it’s more than that.” – Give your views to justify the statement while differentiating both. Also explain the cognitive process of listening. **07**
- (b) Explain the possible causes for poor listening, and how can it be improved to be a good listener? **07**

- Q.2** (a) Being a senior executive of the construction company, your senior instructed you to deliver a presentation on the upcoming project in evening board meeting. Which steps will you follow to prepare the effective presentation? **07**

- (b) “For the effective oral communication, a presenter should prior analyze the audience.” – Support the statement with your views. Also discuss the ways to assess the audience. **07**

OR

- (b) Describe the structure of formal presentation. Explain the need of distinctiveness while delivering different portions of the presentation. **07**

- Q.3** (a) How the seven C’s can compliment to the success of the communication – explain from receiver’s perspective. **07**

- (b) Discuss the common communication roadblocks, which arise even after the delivery of the message. **07**

OR

- Q.3** (a) Describe the characteristics of non verbal communication, and discuss the importance of non verbal elements in overall communication. **07**

- (b) What is paralanguage? Describe briefly the paralinguistic aspects. **07**

- Q.4** (a) Being a general sales manager of top ice-cream manufacturing company, you have noticed the sales performance of your Gujarat team is declining significantly since last four months. You feel to have formal discussion on this matter with the responsible team. Explain the steps you will follow to set up this discussion. **07**

- (b) Excel Ltd., a leading pharmaceutical company is looking for MBA freshers for its various positions in marketing as well as finance department. The company has planned campus interview at your college. What kind of preparation you will do prior to attend the interview? **07**

OR

- Q.4** (a) Describe briefly the different possible roles of effective participant in meetings. **07**

- (b) As a head of the three members interview panel for your FMCG company, your **07**

have been instructed to appoint area sales managers at all vacant positions across the country. What preparation you need to do to accomplish this task?

- Q.5 (a)** You are working as a regional sales manager at Rainbow cement company. **07**
During your working, you have found the sales executives of Gujarat & Rajasthan team are quite new to the field, and not comfortable in handling the distributors. After a formal discussion with them about this problem you decided to train them properly. According to the company policies, you need to ask to HR department to arrange the training. Communicate with Mr. Sharma, HR Manager, regarding this matter.
- (b)** Assume yourself as a head of the logistics department at Ahmedabad based air-conditioners manufacturing company. You have been instructed to provide the dispatch details to Kanpur based Elegant Hotel Ltd. for its order for 350 nos. of split air-conditioners. Write the communication with all necessary information. **07**

OR

- Q.5 (a)** You are a General Manager of Singapore based P&C Bank for its Indian operations. Due to effect of worldwide recession, you have observed that in Indian market, people inclined more towards Indian banks and reduced their transactions with the foreign banks. This clearly reflects the decreased customers trust and loyalty with foreign banks. Communicate to your CEO, at bank's head office, about current status and also propose him with your views on some customer relationship activities to initiate. **07**
- (b)** As a general marketing manager of Good Foods Pvt. Ltd, you need to talk to all your regional managers for the launch of new upcoming packaged food products. You also want to assess the current market and strategies for the launch of new products. Communicate to all regional managers with necessary details for attending the meeting. **07**
