

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

## **GUJARAT TECHNOLOGICAL UNIVERSITY**

MBA Sem-I Reg./Rem University examination January/February 2011

**Subject code: 810004**

**Subject Name: Managerial Communication**

**Date: 02/02/2011**

**Time Duration: 10:30 am-1:00pm**

**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) Business communication should be effective i.e. it does not have any roadblocks. Do you agree? Justify your answer. **07**
- (b) One of the multi-media of communication is non-verbal Communication. What is the role of non-verbal communication from managerial point of view? Discuss different characteristics of non – verbal Communication. **07**

- Q.2** (a) Listening is one of the most important parts in communication. What are the different ways through which one can enhance the effectiveness of Listening? **07**
- (b) Discuss the importance of role play in communication. Illustrate how one can conduct an effective role play. **07**

**OR**

- (b) Do you agree that hearing & listening are one & the same process? What are the different approaches to listening a listener can adopt? **07**
- Q.3** (a) Assume that you are a sales manager of ABC Ltd. As the recession is over this year, you expect better chances of your product in the market. For this purpose you are calling a meeting with sales executives. Prepare your presentation for this meeting. **07**
- (b) Etiquettes help us to realize when our behavior is appropriate or inappropriate. What are the different etiquettes required to be followed during business communication? **07**

**OR**

- Q.3** (a) Assume that you are head of fresh fruit Co. which is having its head office in Pune & other Sub Branches are located in Delhi, Vadodara, & Chennai. You want to conduct a meeting through telephone. Is it possible to conduct the meeting at the same time to inform all the heads of sub branches about the change in company's policy matter? If it is so than explain the process & also discuss its advantages & disadvantages. **07**
- (b) What do you mean by visual aids? Explain the techniques of visual aids. **07**

- Q.4 (a)** Assume that you are working as Assistance HR Manager for an MNC. There is a mass recruitment for your new office at Ahmedabad. What are the methods which you will adopt for selecting a candidate? **07**
- (b)** What do you speak in an interview is not important as how you speak, your overall behavior & body language during the interview have become more important now. Do you agree? Discuss **07**

**OR**

- Q.4 (a)** Suppose you are attending an interview for the post of back office operator in a bank. What are the key points you focus on while giving interview. **07**
- Q.4 (b)** Explain the following: **07**
- a) Performance Appraisal Interview
  - b) Counseling Interview
  - c) Exit Interview

- Q.5 (a)** Suppose you got better opportunity in another company. You want to resign from your current job. Draft a resignation letter that convinces your superior. **07**
- (b)** Mr. Ashok wants to apply for the post of Librarian in a reputed college. Help him to write an application letter. **07**

**OR**

- Q.5 (a)** Assume that you are studying in MBA Final Year. The student committee wants to start a new co-operative store in the college. Draft a report for the same to the director of your college. **07**
- (b)** Mr. Rahul working as a Production Manager in an engineering Firm. He is in need of two CNC machines with different specifications. How he can communicate this matter to purchase manager of the company? Discuss. **07**

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