Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–I • EXAMINATION – SUMMER 2013

Subject Code: 2810003 **Date: 03-06-2013**

Subject Name: Managerial Communication

Time: 10.30 am – 01.30 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)**	Discuss Role of Verbal & Non-verbal Symbols in effective Communication.	**07**
	(b)	Differentiate hearing and listening. Describe Anatomy of poor listening.	**07**
Q.2	**(a)**	'An application letter is a sales letter'. Discuss.	**07**
	(b)	What are the common types of interviews? Describe the communication skill required in each type of interview.	**07**
		OR	
	(b)	What are Advantages of using E-mails? Write down the strategies for effective business e-mail message.	**07**
Q.3	**(a)**	What is effective communication? Discuss importance and benefits of effective communication	**07**
	(b)	Describe the techniques of feeling confident in front of an audience while delivering oral presentation	**07**
		OR	
Q.3	**(a)**	What are the barriers to effective communication and how to overcome them	**07**
	(b)	Discuss various types of visual aids. Explain role of visual aids in Effective business presentation	**07**
Q.4	**(a)**	Bring out the essential differences in business letters, memos and e-mail	**07**
	(b)	What is cover letter? What is the importance of the cover letter while applying for job?	**07**
		OR	
Q.4	**(a)**	Explain (a) Problem solving meeting (b) suggested solution meetings (c) informational meeting	**07**
Q.4	**(b)**	What is memo report? Explain its importance. How it's different from business letter?	**07**
Q.5	**(a)**	Explain the seven C's of effective communication	**07**
	(b)	Describe various types of listening and discuss features of good listener.	**07**
		OR	
Q.5	**(a)**	Which are the nine roles to play as a good participant during a meeting?	**07**
	(b)	Discuss the parts/structure of the memorandum. List out standard and optional parts	**07**

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