

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-I • EXAMINATION – SUMMER 2013****Subject Code: 810004****Date: 03-06-2013****Subject Name: Managerial Communication****Time: 10:30am – 01.30pm****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) Explain process of communication in today's business context with a suitable example.? **07**

- (b)** Define the Terms **07**
- a) Grapevine
 - b) Gestures
 - c) Paralanguage
 - d) Dyadic communication

Q.2 (a) What are the seven C's of communication.? **07**

(b) What is the difference between hearing and listening.? **07**

OR

(b) Explain the process of listening.? **07**

Q.3 (a) You are working as Marketing Head in a reputed company. Your company has planned to introduce new innovative products in your existing product line. As a marketing head, prepare a presentation which shows the necessity of introducing new products.? **07**

- (b)** Briefly explain **07**
- a) Group Discussion
 - b) Mock Interview

OR

Q.3 (a) Explain the steps for effective oral presentations.? **07**

(b) How would you deal with your "Strength & Weakness issue" during an Interview.? **07**

Q.4 (a) What should go in an agenda and in minutes of a meeting.? **07**

(b) Write down the strategies for an effective business e-mail messages.? **07**

OR

Q.4 (a) Explain the different barriers of communication.? **07**

Q.4 (b) What are the strategies for successful Interviews.? **07**

Q.5 (a) What are the major principles of effective writing.? **07**

(b) Enumerate the major contents of a Business Proposal.? **07**

OR

Q.5 (a) What are the essential points of business letters and memos.? **07**

(b) Elaborate the major content of a formal report **07**
