

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**
