Seat N	lo.:	Enrolment No	
GUJARAT TECHNOLOGICAL UNIVERSITY			
M.B.A -I st SEMESTER-EXAMINATION –JUNE- 2012 Subject code: 2810003 Date: 09/06/2012			
Subject Name: Managerial Communication (MC) Time: 02:30 pm – 05:30 pm Total Marks: Instructions:			70
1. 2.	Atte Mak	empt all questions. The suitable assumptions wherever necessary. The suitable right indicate full marks.	
Q.1	(a) (b)	Define communication? Discuss the benefits of effective communication? Explain the process of communication. Discuss the different functions of the components of communication.	07 07
Q.2	(a)	Define non verbal communication. Discuss the types of non verbal communication.	07
	(b)	Discuss the factors which prevent the message from reaching the intended recipient.	07
	(b)	OR	07
	(b)	What 'listening' means? Justify that listening is never easy.	07
Q.3	(a) (b)	Discuss the three levels of listening. What is the difference between business presentations and public speaking? Give some tips to use non verbal cues effectively during your presentation. OR	07 07
Q.3	(a)	List down some of the symptoms of the stage fright which you have felt and also the strategies used by you for reducing stage fright?	07
	(b)	What is the difference between convener, chairman and leader of a meeting? What communication skills does a person need in order to be successful in any of these positions?	07
Q.4	(a)	Distinguish between committee and conference. What are the responsibilities of participants in a conference?	07
	(b)	Discuss the factors which contribute towards success in an interview. OR	07
Q.4	(a)	Discuss the effective use of e mail and instant messaging in business communication?	07
	(b)	Write a letter to one of your business associates congratulating them on their winning of the best exporter's award.	07
Q.5	(a)	List the tangible and in tangible benefits that you might describe while promoting the membership in a health club.	07
	(b)	Memorandums and e mail messages differ more than letters in their physical make up. Explain and discuss. OR	07

reputed bank of your choice.

(a) A report has several parts which enable the writer(s) to lay out the complex information in an easy- to- read form. Discuss the parts of a report in brief.
(b) Prepare a bio data and covering letter for the post of relationship manager in a 07

Q.5