Seat N	lo.: _	Enrolment No	
		GUJARAT TECHNOLOGICAL UNIVERSITY M.B.A -1 st SEMESTER-EXAMINATION -JUNE- 2012	
Subject code: 810004 Date: 09/06/20			2012
•		Name: Managerial Communication	-012
-		30 pm – 05:30 pm Total Mark	s: 70
Instructions:			5. 70
		empt all questions.	
		ke suitable assumptions wherever necessary.	
		res to the right indicate full marks.	
Q.1	(a)	Explain process of communication in today's business context with suitable examples.	07
	(b)	Define the term listening and explain various types of listening with examples.	07
Q.2	(a)	In today's business situation organizations use different interviewing situations or techniques, explain those techniques.	07
	(b)	What are the purposes for listening? Explain components of the 'HURIER' behavioral listening model.	07
	(L.)	OR	07
	(b)	Communication can be effective if we follow seven C's, explain the statement in business situation.	07
Q.3	(a)	Describe the various communication power that visuals add to your writing.	07
_	(b)	Audience analysis is important for the purpose of effective communication, explain and analyze the statement with examples. OR	07
Q.3	(a)	Consider that you are working as management trainee in a business	07
Q.C	(u)	organization and receiving a phone call while attending your office, explain the basic protocols to be followed while receiving same phone call.	07
	(b)	For effective oral presentations we follow various steps for preparation, explain those steps with examples.	07
Q.4	(a)	In a job interview what employers look for from the candidate? Explain by	07
		considering that you are preparing for a job interview.	
	(b)	Write in brief on mock interview and group discussion. OR	07
Q.4	(a)	Prepare a checklist for your preparation before the job interview.	07
	(b)	Should interviews be used as a selection technique? Put forward your views with suitable example.	07
Q.5	(a)	What are the essential difference between business letter and memo or memorandum?	07

OR

effective.

(b) Explain important points to be considered while making a business e-mail 07

Q.5 (a) Explain the standard parts of a business letter by writing in brief a business letter where communication is between organization and supplier, where advising supplier to dispatch raw material to the plant without any further delay.

(b) Persuasion lies at the heart of proposal writing, explain the statement by 07 mentioning various parts of a proposal.
