Seat No.: _		Enrolmer	nt No
	GUJARAT TECHNO	LOGICAL UNIVE	RSITY
	SEMESTER- 1 EXAM	MINATION – WINTER 20	12
Subject code: 2810003		Date: 08/01/2013	
Subject N	Name: Managerial Commu	nications	
Time: 14:30 – 17:30			Total Marks: 70
Instruction	ons:		
1.	Attempt all questions.		
2. Make suitable assumptions wherever necessary.			
3.	Figures to the right indicate fu	ll marks.	
Q.1 (a)	technology oriented and social evolution that Managerial Com-	nmunication is going through	
(b)	and its importance in the changing times. O) Define the terms O7		
(D)	a) Semantic Barrierb) Grapevine	b)Kinesics d) Proxemics	07

(b) Listening is an art which can be cultivated consciously 07. Discuss the various stages listening process. As a manger in a firm you find that your subordinates are passive listeners. How as an manager would you help them in becoming attentive listener in order to enhance the communication of your firm

OR

- (b) Enumerate the 7°c of communication and how would you 07 incorporate it to be a better communicator
- Q.3 (a) Assume that you are marketing manager of ABC of constructions company in Ahmedabad. A non resident Indian wants to invest in one of your residential project at Sanand Giving him all the informations write a promotional letter for your project.
 - (b) In a company facing the problem of high employee turnover. You have been asked by your boss to conduct the exit interview. Establish specific objective and prepare questions for the information, your organization need.

OR

- Q.3 (a) Assume that you are director of an educational institution. O'
 Due to certain unforeseen condition this year you are
 cancelling admissions of outside the state candidate's
 .Write an e- mail to these candidates explaining your
 inability and still maintaining your goodwill.
 - (b) Discuss the role of leader in a meeting. What are the main or contents of the minutes of a meeting and describe specific principles to be observed in writing the minutes.
- Q.4 (a) Discuss the important aspects to be considered while 07 making business presentations and how can you overcome

your stage fright.

(b) You are working in a Bank which is planning to open branches in the rural and remote areas of Gujarat You have been asked by the corporate to make the villagers aware of the importance of banking and your Bank. Make the presentation for the same and also list the visual aid that you will be using.

OR

- Q.4 (a) Imagine yourself as a country manager for a global 07 company. You are about to take a telephonic interview of a candidate what are the points that you should keep in mind and how will it be different from the normal interview.
- **Q.4 (b)** As you are applying for the post of faculty in an MBA **07** institute prepare a cover letter for your resume
- Q.5 (a) You are project manager of a multinational company 07 thinking of starting a manufacturing unit in your area.

 Prepare a positive or negative report of your area feasibility to be send to the corporate head
 - (b) Explain the different barriers of communication and how will you overcome them

OR

- Q.5 (a) Discuss how a memo forms an important part of office of communication. You are an HR manager and you have to inform all about the new leave policy and also the scheduled company picnic draft a memo for the same.
 - (b) Public speaking is not only speech delivery but an effective use of non-verbal cues. Describe how non verbal communication can make a speech effective or ineffective.
