Seat N	Vo.: _	Enrolment No			
		GUJARAT TECHNOLOGICAL UNIVERSITY			
		SEMESTER- 1 EXAMINATION - WINTER 2012			
Subi	ect c	code: 810004 Date: 08/	/01/2013		
•		Name: Managerial Communication			
Гimе	arks: 70				
	ucti				
		Attempt all questions.			
		Make suitable assumptions wherever necessary.			
	<b>3.</b>	Figures to the right indicate full marks.			
Q.1	(a)	Discuss the importance of communication in our day to day life?	07		
Ų.1	(a) (b)	Describe the process of communication with the help of chart?	07		
	(6)	Describe the process of communication with the help of chart.	07		
Q.2	(a)	Explain the barriers of communication? Also discuss how to overcom			
	()	them?	07		
	<b>(b)</b>	Write briefly on the 7C' for effective communication?	07		
		OR			
	<b>(b)</b>	Discuss the types of non-verbal communication? Compare non-verbal	07		
		communication with verbal communication?			
Q.3	(a)	Listening is more important than speaking? Justify.	07		
	<b>(b)</b>		07		
		OR			
<b>Q.3</b>	(a)	How to prepare business presentation? Which strategy should be kept	07		
	<b>(1.)</b>	in mind to deliver it effectively?	07		
	( <b>D</b> )	Which are the barriers in effective listening?	07		
Q.4	(a)	As a G.M of Multi National Company, you need to talk to your	07		
<b>~··</b>	(4)	regional manager's. How you will conduct a meeting & put forward	0.		
		you agenda effectively?			
	<b>(b)</b>	What do you understand by telephone etiquettes?	07		
		OR	. –		
Q.4	(a)	11 •	07		
	<b>(b)</b>	Trainee'. Which points you need to focus? E-mail's are very effective means of written communication. How?	07		
	(D)	E-mail's are very effective means of written communication. How?	U7		
Q.5	(a)	What is 'MEMO? Write good news to an employee in the memo	07		
		format.			
	<b>(b)</b>	Write an application for the post of 'Manager' which has been	07		

advertised in the newspaper on last Tuesday	advertised	in the	newspaper	on last	Tuesday
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## OR

- Q.5 (a) Resume can fetch you a call letter? How to prepare it smartly?
  - (b) You are working in a Multi National Company based in Bangalore. Presently you are posted at New Delhi. On the launch of new product, submit business report to your head office.

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