Seat No.:	Enrolment No.

## GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-I • EXAMINATION – WINTER 2013

U			e: 2810003 Date: 31-12-2013	
•	: 10.	30	ne: Managerial Communication am – 01.30 pm Total Marks: 70	
mstr uc	1. A 2. N	Atte Mak	empt all questions. Ke suitable assumptions wherever necessary. The right indicate full marks.	
Q.1	(a		Define non verbal communication. Explain with example the terms kinesics,	07
	(b	<b>)</b>	paralanguage, oculesics, haptics, proxemics, chronemics and olfactics. Enlist different types of listening. Explain in detail any three types of listening with examples.	07
Q.2	(a		What are the advantages and disadvantages of written communication over oral communication?	07
	(b		What are the factors influencing the choice of a particular medium of communication?	07
			OR	
	(b		Explain different types of barriers which can make oral communication ineffective.	07
Q.3	(a		You are a fresh MBA Graduate. Which are the important points you will take care of, before and during a job interview?	07
	(b		Write a note on business e-mail etiquette.  OR	07
Q.3	(a		What are the essentials steps involved while planning for a business meeting?	07
	(b		What are the points you will take care while handling a business telephone call?	07
Q.4	(a		What strategies you will follow while planning and during delivery of a presentation?	07
	(b	<b>)</b>	What are the essentials of a good business letter?  OR	07
Q.4	(a		You are going to address a big gathering of business persons. What will you do to overcome your stage fright?	07
Q.4	(b	<b>)</b>	What are the different parts or components of a business letter?	07
Q.5	(a		You are running a Business Consultancy and Training firm. Prepare a business proposal for various kinds of consultancy and trainings you offer, for a medium scale company.	07
	(b	<b>o</b> )	Draft an agenda for a business meeting for planning for launch of a new product.  OR	07
Q.5	(a		Write a covering letter to accompany your resume, in response to a job position of Finance Executive advertised in a newspaper.	07
	(b	<b>)</b>	What are the contents of a Research Report?	07

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