Seat No.:	Enrolment No.
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GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-I • EXAMINATION – WINTER 2013

Subject Code: 810004 Date: 31-12-2013			
Time	e: 10	Name: Managerial Communication 0:30 am – 01.30 pm Total Marks: 70	
Instru	1. 2.	Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
Q.1	(a)	What is communication? What is the importance of communication in business world?	07
	(b)		07
Q.2	(a) (b)	What preparation does the interviewee/candidate have to make for an interview for a job?	07 07
	(b)	OR Describe various 'E-mail etiquettes' and strategies to write effective e-mail.	07
Q.3	(a)		07
	(b)	giving presentation?	07
Q.3	(a)		07
	(b)	components of Communication. Describe in detail the strategies for effective presentation.	07
Q.4	(a)	What do you mean by interpersonal communication? Explain dyadic communication	07
	(b)	Discuss the parts of business letter.	07
Q.4	(a)	OR Explain (a) Agenda (b) Notice (c) Minutes, in context of business meeting.	07
Q.4	(b)	What are the parts of report? Describe them briefly indicating their function.	07
Q.5	(a)	What is resume? What are its main functions? What are the attributes of a good resume?	07
	(b)		07
Q.5	(a) (b)	Describe in detail planning steps required before the meeting?	07 07

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