

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-I • EXAMINATION – SUMMER • 2015

Subject Code: 2810003

Date: 08-06-2015

Subject Name: Managerial Communication

Time: 14.30 pm - 17.30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Question Text and Option	6
Q.1 (a)	Objective Questions	
1.	Communication starts with _____ A. Message B. Sender C. Channel D. Feedback	
	Which of the following are examples of oral communication?	
2.	A. Meetings, Memos and Presentations B. Meetings, Memos and Performance Reviews C. Meetings, Presentations and Performance Reviews D. Reports, Presentations & Performance Reviews	
3.	The message sent is not always the same as the meaning attached to the message. This is because of the: A. Wrong sender B. Wrong medium C. Faulty message D. Inaccurate decoding	
4.	Passive listening means _____ A. Hard work B. Hearing the sound of words C. Hearing the meaning of words D. Processing the information	
5.	HURIER model of listening is an example of _____ A. Behavioural approach B. Personality approach C. Verbal & Non-verbal approach D. Successful speaking	
6.	_____ is a skill that must be developed for effective communication and is defined as the ability to understand and respond effectively to oral communication A. Murmuring B. Listening C. Criticism D. Arguing	
Q.1 (b)	Short / Definition Questions	04
	1. Dyadic communication 2. Meeting manual 3. Agenda 4. Minutes	
Q.1 (c)	Bring out the essential differences between business letters and memos	04

- Q.2** (a) What do you understand by “Listening”? Explain the features of a good listener **07**
- (b) Being a senior executive of a reputed company, your senior instructed you to deliver a presentation on the upcoming project in front of the board members. Write the steps to prepare the effective presentation **07**

OR

- (b) You are working in a reputed firm. One of your colleague has recently joined the firm. Your boss has assigned him a task of giving presentation. He is scared and asks for your help. Suggest him suitable strategies for overcoming his stage fear **07**
- Q.3** (a) Explain the following: **07**
1. Performance appraisal interview
 2. Counseling interview
 3. Exit interview
- (b) Assume that you are a director of an educational institution. Due to certain unforeseen condition this year, you are cancelling admissions of outside the state candidate's. Write an email to these candidates explaining your inability and still maintaining your goodwill. **07**

OR

- Q.3** (a) What do you understand by “Meeting”? Explain the roles of effective participants in meeting **07**
- (b) Suppose you are about to receive a call from your very important business client, which telephone etiquettes you will follow while handling a business call? **07**
- Q.4** (a) Explain the qualities of a good report **07**
- (b) Suppose you got better opportunity in another company. You want to resign from your current job. Draft a resignation letter that convinces your superior. **07**

OR

- Q.4** (a) Explain the two categories of proposals. Indicate the three situations in which proposals can be prepared **07**
- (b) Being a fresh MBA graduate, you are looking for a suitable opportunity. Prepare a job application for the position of management trainee at ABC Co. Ltd. **07**

Mr. and Mrs. Singh went to a Mall to buy a Jacket. Mr. Singh did not read the price tag on the piece selected by him. At the counter, while making the payment he asked for the price, Rs.950 was the answer.

Meanwhile, Mrs. Singh, who was still shopping came back and joined her husband. She was glad that he had selected a nice black jacket for himself. She pointed out that there was a 25% discount on that item. The counter person nodded in agreement.

Mr. Singh was thrilled to hear that. "It means the price of this jacket is just Rs.712. That's fantastic", said Mr. Singh.

He decided to buy one more jacket in green color.

In no time, he returned with the second jacket and asked them to be packed. When he received the cash memo for payment, he was astonished to find that he had to pay Rs. 1900 and not Rs. 1424.

Mr. Singh could hardly reconcile himself to the fact that the counter person had quoted the discounted price which was Rs. 950. The original price printed on the price tag was Rs. 1266.

1. Discuss the main filter involved in this case (5 marks)
2. What should Mr. Singh have done to avoid the misunderstanding? (5 marks)
3. Who is to blame for this communication gap? And why? (4 marks)

OR

A young, gorgeous woman is standing in front of her apartment window dancing to the 1970s tune, "All Right Now" by the one-hit band Free. Across the street, a young man looks out of his apartment window and notices her. He moves closer to the window, taking interest. She cranks up the volume and continues dancing, looking out the window at the fellow, who smiles hopefully and waves meekly. He holds up a bottle of wine and waves it, apparently inviting her over for a drink. The lady waves back. He kisses the bottle and excitedly says, "Yesss." Then, he gazes around his apartment and realizes that it is a mess. "No!", he exclaims in a worried tone of voice. Frantically, he does his best to quickly clean up the place, stuffing papers under the sofa and putting old food back in the refrigerator. He slips on a black shirt, slicks back his hair, sniffs his armpit, and lets out an excited, "Yeahhh!" in eager anticipation of entertaining the young lady. He goes back to the window and sees the woman still dancing away. He points to his watch, as if to say, "Come on. It's getting late." As she just continues dancing, he looks confused. Then, a look of sudden insight appears on his face. "Five," he says to himself. He turns on his radio, and it too is playing "All Right Now." The man goes to his window and starts dancing as he watches his lady friend continue stepping. "Five, yeah," he says as he makes the "okay" sign with his thumb and forefinger. He waves again. Everyone in the apartment building is dancing by their window to "All Right Now." A super appears on the screen: "Are you on the right wavelength?"

1. What is non-verbal communication? Why do you suppose that this commercial relies primarily on non-verbal communication between a young man and a gorgeous woman? (6 marks)
2. What role does music play in this ad? Who is the target market? (4 marks)
3. Is the music at all distracting from the message? (4 marks)
