

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA I - SEMESTER - I EXAMINATION – WINTER • 2014

Subject Code: 2810003

Date: 30-12-2014

Subject Name: Managerial Communication (MC)

Time: 10:30 am - 01:30 pm

Total Marks: 70

Instructions:

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

Q.1 (a) Select the most appropriate answer. Each question carries 1 mark. **06**

1. A conversation is successful when its direction is :
A. divergent B. parallel
C. sequential D. opposite
2. As a sympathetic listener, you should consider the message from the viewpoint of:
A. the audience B. yourself
C. the speaker D. others
3. Meta communication conveys a meaning that is:
A. implied B. directly stated
C. incompletely conveyed D. graphically communicated
4. A memorandum is considered a brief form of written communication for:
A. internal use B. formal use
C. external use D. legal use
5. Which of the following is not a subsidiary part of a formal report?
A. table of contents B. appendix
C. glossary D. references
6. In presentation, the presenter acts as the:
A. medium of the information B. advocate of the information
C. supporter of the information D. deliverer of the information

Q.1 (b) Attempt the following questions. Each question carries 1 mark. **04**

1. Define 'Noise' as in communication process.
2. Define the term 'Paralanguage'.
3. Define the term 'Empathetic listening'.
4. Define the term 'Extemporaneous speaking'.

Q.1 (c) Discuss the elements of two-way process of communication. **04**

Q.2 (a) Describe in detail the seven C's of effective communication. **07**

(b) "A prior audience analysis by the presenter leads to the successful presentation." – Justify the statement with your views. Describe the ways to assess the audience. **07**

OR

(b) Being an event in-charge of the upcoming annual exhibition event of hospitality industry at Ahmedabad, your senior instructed you to deliver a presentation to the potential exhibitors in the meeting. Which steps will you follow to prepare the effective presentation? **07**

- Q.3 (a)** Differentiate hearing from listening. Explain in detail the cognitive process of listening. **07**
- (b)** Assume yourself as a marketing manager of the Ahmedabad based pharmaceutical company. You have been requested by your Delhi based distributor S. P. Drugs Ltd. to provide the necessary details of your newly launched range of dermatological products. Reply positively with brief information, and inform them about your planning of distributors' meet for the same in next weekend. **07**
- OR**
- Q.3 (a)** Describe the factors that act as barriers to proper listening. Suggest the guidelines to overcome them. **07**
- (b)** As a general marketing manager of J. P. Confectionery Ltd., you need to write to all your regional managers for the pre-launch meeting of new upcoming premium range of fruit based chocolate products. You also want them to assess the current competitors' market status, and to contribute their ideas for the launch strategies of new products. Communicate to all regional managers with necessary details for attending the meeting. (Invent the necessary information) **07**
- Q.4 (a)** What are the different ways of delivering the oral presentation? Discuss the strategies for the effective oral presentations. **07**
- (b)** The placement coordinator at your management institute has instructed you to send your resume along with covering letter to Ahmedabad based Apex Pvt. Ltd. for its recruitment of management executives in the area of marketing, finance & HR. Write the application with proper resume. **07**
- OR**
- Q.4 (a)** 'Non-verbal communication skills are essential for the effectiveness of the oral presentation.' – Justify the statement with your views. **07**
- (b)** Working as a marketing manager of leading mobile phone manufacturing company, Write a formal report to your company's marketing vice-president on the reasons you have investigated for the sudden fall in demand for your products in Indian market during last three months. You may assume the necessary information. **07**
- Q.5** Being a HR manager of ABC Industries Ltd., you are required to submit the proposal for the training needs of employees to the CEO. Kindly prepare the detail proposal, as it can be used as actual framework, for two different training modules for managerial and non-managerial roles of employees. You may consider the following points while preparing the same: Objectives, Duration, Place, Target participants, Topics to be covered in training, Trainers, Methods for training, Cost, Feedback plan. **14**
- OR**
- Q.5** Assume yourself as a senior business development officer for multinational organized retail chain stores such as Wal-Mart, Carrefour; you are assigned to submit the market analysis report for setting up your stores in selected places in Gujarat state. Kindly ensure to include the brief on current market situation, competitors' status, market potential, and your conclusion or recommendation. **14**
