

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER (1) – EXAMINATION – WINTER 2015**

**Subject Code: 2810003**

**Date: 23/12/2015**

**Subject Name: Managerial Communication (MC)**

**Time: 10.30 am to 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. No.** Select the most appropriate answer. Each questions carries 01 mark **6**
- Q.1 (a)** From the below which are not the components of communication :
1. A. Context B. Message  
C. Medium D. Perception  
Consideration means preparing every message with the \_\_\_\_\_  
receivers in mind
  2. A. Communication B. Code  
C. Message D Audience  
Concreteness means being specific, definite and vivid rather  
than \_\_\_\_\_
  3. A. Precise B. Vague and General  
C. Perfect D. Pleasant  
Which term will not be considered for effective sentence construction :
  4. A. Length B. Coherence  
C. Unity D. Neatness  
Which one is not a steps for five planning steps of writing message :
  5. A. Identify your B. Analyze your audience  
purpose  
C. Choose your ideas D. Create your Objective  
Each person's mind us a unique filter and problems with communicator's  
filters are sharply \_\_\_\_\_
  6. A. Different B. Similar  
C. Mix D. None
- Q.1 (b)** Write Short Notes on Following. **04**
1. Explain Correctness
  2. Discuss concreteness
  3. Write note on types of non-verbal communication
  4. Define Values, Attitudes and Opinions
- Q.1 (c)** Mention the various components of the communication and discuss each of them. **04**
- Q.2 (a)** What are the steps for preparing Effective Oral presentations? **07**  
Mentions the strategies for an effective oral delivery.
- (b)** Suggest the Strategies for reducing the stage fright with suitable example/s **07**

**OR**

|     |     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
|-----|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|     | (b) | Which are the positive connotations of good listening? Explain the essentials for good listening                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 07 |
| Q.3 | (a) | Explain the important qualities for the healthy group discussion in details.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 07 |
|     | (b) | Which style of body gesture you consider the best from the interview point of view while candidate is entering the cabin of interviewer? Discuss briefly.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 07 |
|     |     | <b>OR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |
| Q.3 | (a) | Discuss in brief the interview purpose, interviewee's responsibilities and interviewer's responsibility.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 07 |
|     | (b) | Which type of the exit interview you consider the best? Mention the points which exit interview should contain.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 07 |
| Q.4 | (a) | Discuss this comment; "Words carry the message. They would carry the same meanings with or without paragraphing. Therefore, paragraphing has no effect on communication"                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 07 |
|     | (b) | Some authorities say that shortcuts in text messaging will lead to user's inability to spell properly in more formal contexts. Discuss                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 07 |
|     |     | <b>OR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |
| Q.4 | (a) | Discuss this comment: "Getting the goodwill effect requires extra effort. It takes extra time, and time costs money"                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 07 |
|     | (b) | How can unity apply equally well to a sentence, to a paragraph, and to longer units of writing?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 07 |
| Q.5 |     | <b>Case Study</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 14 |
|     |     | Mr. and Mrs. Basu went to Woodlands Apparel to buy a pullover. Mr. Basu 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. Basu, who was still shopping came back and joined her husband. She was glad that he had selected a nice black pullover for himself. She pointed out that there was 25% discount on that item. The counter person nodded in agreement. Mr. Basu was thrilled to hear that. "It means the price of this pullover is just Rs. 712. That's fantastic", said Mr. Basu. He decided to buy one more pullover in green colour. In no time, he returned with the second pullover 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 just Rs. 1424. Mr. Basu 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. |    |

**Case Questions:**

- 1.) Identify the three sources of Mr. Basu's information.
- 2.) What should Mr. Basu have done to avoid misunderstanding?

**OR**

The management of a textile mill in Ahmedabad was surprised that though it insisted on a high level of education among its supervisors and junior officers (many of them were “foreign returned”) production was falling and there were many labour problems, while a rival mill which had employed local men as its supervisors and officers was doing very well. An expert in management was consulted and he reported that the chief cause of poor production and labour problems was that the Gujarati speaking workers were in awe of the English speaking officers and were very reluctant to approach them with their problems or difficulties. Also instructions given in English and broken Gujarati were not understood and there was almost a complete absence of “feedback”

Questions :

- 1) According to you which type of the communication will be efficient in this case ?
- 2) What you feel, how could this Gujarati labours can be communicated so as to remove the gaps ?
- 3) Where English and where Gujarati language can be used in the best way for the internal communication ?
- 4) What can be other ways to resolve the problems ?

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