

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER (1) – SUMMER EXAMINATION – 2018

Subject Code: 3519203

Date: 03/05/2018

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.1** Definitions / terms / explanations / short questions based on concepts of theory/practical **14**
(a) Active Listening
(b) Paralanguage
(c) Agenda
(d) Minutes
(e) Exit Interview
(f) Dyadic communication
(g) Empathic listening
- Q.2 (a)** Explain the roles and responsibilities of participants in meetings **07**
- (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**
- (b)** Imagine yourself as a country manager for a global company. You are about to take a telephonic interview of a candidate. What are the points that you should keep in mind and how will it be different from the normal interview **07**
- Q.3 (a)** What is listening? Explain the Features of a Good Listener **07**
- (b)** As a manager of a firm, you have to appoint management trainees to make presentations on behalf of your company. You hold walk in interviews for Management students looking for summer projects. List down and explain what points and what skills would you look for in the candidate's presentation. **07**
- OR**
- Q.3 (a)** Explain the main reasons for stage fear and illustrate the strategies to overcome stage fear. **07**
- (b)** As a manager in a firm, you find that your subordinates are passive listeners, how as an manager would you help them in becoming attentive listener in order to enhance the communication of your firm? **07**
- Q.4 (a)** Explain the parts/elements of press release by giving an example of any press release in proper format **07**
- (b)** Prepare a short report on how to promote herbal tea for health-conscious people of Gujarat. Assume data if needed **07**

OR

- Q.4** (a) What is a business Proposal? Explain the qualities of a good business proposal **07**
- (b) You have got a complaint from a customer who had purchased a pair of jeans from your store. Vijay, the customer, claims that counter sales had assured him of the good quality of the jeans. However, after one wash itself, the color bled and worst still some other clothes that were in the washing machine with the jeans also got ruined. A huge claim to cover the expenses of all the damaged clothes is being demanded. Reply to Vijay with appropriate letter. **07**

Q.5 CASE STUDY:

Julie works at the Sheraton Towers in Melbourne. At the Sheraton she works in the Housekeeping department. Her role within the department is to train all new staff in general housekeeping skills. Today she is training a new staff member Anna, on how to clean and maintain the mini bar in guestrooms. Anna who has just recently arrived from Fiji finds that Julie's Australian accent is quite difficult to understand. She has asked Julie to repeat her instructions for cleaning and restocking the mini bar, and she is still unable to understand her. So she decides to complete the task her way before moving on to another room where she repeats the same task. After Anna has completed cleaning and restocking all the mini bars that she was assigned, Julie checks to see that the tasks were completed to job specification. Julie quickly discovers that Anna has not completed the task as she was instructed to. She wonders how this could happen when she has instructed Anna over and over again. As Anna is about to go home Julie catches up with her and asks Anna to redo the mini bars. Anna can't understand why Julie wants her to do this again, when the afternoon housekeeping staff is now on duty. Anna tells Julie that she has to go home now, and is unable to stay back tonight. Julie can't believe what she's hearing and tells Anna that she must finish her job before she goes home, and if she doesn't do this, then she will report her to the House Keeping Manager and Human Resource Manager.

- (a) Why has communication failed here? **07**
- (b) How can communication be improved between Anna and Julie? **07**

OR

- Q.5** (a) If you would have been in Julie's place, What you would have done to improve communication? Give your suggestions **07**
- (b) Who is to blame for this communication problem? Why? **07**
