

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-I • EXAMINATION – SUMMER • 2014

Subject Code: 810004

Date: 23-05-2014

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.1** (a) Explain the steps for effective communication. **07**
(b) Explain 7 C's of communication with illustrations. **07**
- Q.2** (a) Explain the strategies for effective listening **07**
(b) With the help of steps for effective oral presentation, explain how you will use the same steps for delivering a presentation to school students for educating them about career opportunities in management field. **07**
- OR**
- (b) With the help of steps for effective oral presentation, explain how you will use the same steps for delivering a presentation to college students for motivating them for blood donation, which saves life. **07**
- Q.3** (a) Explain the barriers for effective listening. **07**
(b) You are working as a Financial service consultant with ICICI prudential Life insurance company since last 2 years. Recently a new employee has joined in your organization and your boss wants you to guide this new employee about how three way conference calls are made. You as a senior employee explain the Do's and don'ts which this new employee needs to take care of during the three way conference call. **07**
- OR**
- Q.3** (a) What points are to be taken care of while writing emails? **07**
(b) You are working in ICICI bank as a Branch manager. You are encountered with a dissatisfied customer, who has 20 accounts along with deposits of around 5 crores, in your branch. Due to technical issues, customer's cheques were dishonored; in spite he had necessary funds in his account. Taking help from verbal and non verbal clues of this customer, how would you effectively handle this customer and retain him in your branch. **07**
- Q.4** (a) Explain how you can overcome the barriers of communication **07**
(b) Explain how non verbal communication plays a crucial part in selection or rejection of a candidate in an interview. **07**
- OR**
- Q.4** (a) Explain the strategies for an effective delivery of business presentations **07**
(b) You are going to appear in an interview for the job of Relationship manager in a foreign bank. What care you are going to take before appearing in the interview. (Focus on pre-interview preparation techniques.) **07**
- Q.5** (a) What is Agenda? And how is it considered to be the soul of any meeting. **07**
(b) Making effective resume is the key to success in cracking interviews. Explain. **07**
- OR**
- Q.5** (a) Discuss the parts of business letters. **07**
(b) Explain the process of communication through diagram depicting the various Components of Communication. And explain how feedback is important in communication process. **07**
