

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-I • EXAMINATION – SUMMER • 2015

Subject Code: 810004

Date: 08-06-2015

Subject Name: Managerial Communication (MC)

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) What is communication model? Discuss two way communication model. **07**

(b) What is Communication? Discuss Psychological barriers of Communication. **07**

Q.2 (a) Differentiate listening from hearing. Discuss the various types of listening. **07**

(b) What do you mean by non verbal communication? Discuss the various types of non verbal communication. **07**

OR

(b) Explain the seven C's of effective communication. **07**

Q.3 (a) What is listening? Elaborate barriers in listening. **07**

(b) Describe the forms of oral communication. **07**

OR

Q.3 (a) What is Etiquettes? Explain Etiquettes of Telephone. **07**

(b) If you are manager of FMCG company, how will you give your oral presentation on the launching of new product? **07**

Q.4 (a) Describe the types of interview. **07**

(b) You are a manager of xyz company and you have called the meeting for setting up of annual targets. How will you lead the meeting? **07**

OR

Q.4 (a) "Written communication is better than oral communication" justify the statement. **07**

(b) If you are a manager of a Bank. Write a letter to regional office, stating recommendation of confirmation of employee in your branch. **07**

Q.5 (a) What is business report? Discuss its various types. **07**

(b) What is appointment letter? Issue an appointment letter of Assistant manager in Security services. **07**

OR

Q.5 Read the case study carefully and answer the following questions.

Malini Varma, head of Charisma Corporation has embarked on a new kind of

technique to improve the final sales of company by focusing on body movements and mannerism of the employees. It has become an important part of her interpersonal dealings as it truly reflects what an individual is saying. She uses this technique to make decisions about potential employees and potential customers by 'reading' them. She also uses this technique while hiring job candidates to predict if the candidate will be an aggressive salesperson while simultaneously being personable and friendly. She does this by looking into the eyes of possible candidates. If the candidate is concerned he/she will make an eye contact with her or else not. For instance if the candidate is not making an eye contact with her, leaning back on his/her chair and has crossed both of his/her legs and arms she can easily conclude that the candidate is least concerned and not fit for the job. In this way she chooses the right candidates having good non-verbal skills so as to help the organization to achieve its annual sales goal. She has found that there is a direct link between good communication skill and successful performance. Similarly she uses this technique to understand the potential customers too. This helps her to know what possible objections her customer could have and in this way she is able to steer the conversation with the customers in a direction that ultimately leads to successfully closing a sale and which is a major competitive advantage.

- (a)** Describe the communication process that Malini Varma is uses in her dealings with candidates and employees. **07**
- (b)** What problems might Varma encounter by her heavy reliance on non verbal communications? **07**
