

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 01– • EXAMINATION – WINTER 2015

Subject code: 810004
Subject Name: Managerial Communication
Time: 10.30 AM TO 01.30 PM

Date: 23/12/2015
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) Discuss the benefits of effective communication. (7)
(b) Describe the process of communication with the help of chart? (7)

Q.2 (a) Which are the barriers of communication and how to overcome them? (7)
(b) Write briefly the 7 C's of effective communication? (7)

OR

(b) Is non-verbal communication important. How? (7)

Q.3 (a) Which are the hurdles in effective listening? (7)
(b) Which strategies are applied to remove stage fear? Describe? (7)

OR

Q.3 (a) How to prepare and deliver an effective Presentation? (7)
(b) What are the qualities of good listener? Describe. (7)

Q.4 (a) What do you understand by telephone manners? (7)
(b) You are a G.M in MNC. To brief about new launching, you need to conduct the meeting. How you will conduct it effectively. (7)

OR

Q.4 (a) E-mail's are effective means of written communication. How? (7)

(b) Which points you will take care while preparing your 'RESUME' ? (7)

Q.5 (a) You want some computers in your department to be changed. Write a MEMO to your Head – Computer Lab for the same. (7)

(b) Write an Application to the Manager of the Polyplastic India Limited, offering your services as a Marketing Executive for the latest City Outlet. (7)

OR

Q.5 (a) What things will you take care before and during the 'INTERVIEW'? (7)

(b) You are working in a MNC based in NEW DELHI. Presently you are posted in HYDERABAD where the company needs to start a retail outlet. Submit business report to your head office. (7)
