

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Semester –I Examination Dec'11- Jan'12

Subject code: 2810003

Date: 02/01/2012

Subject Name: Managerial Communication (MC)

Time: 10.30 am – 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 (a)** What is the importance of seven C's of Communication? **07**
(b) Which are the different styles of poor listening? **07**

- Q.2 (a)** Discuss the email etiquettes which should be followed for effective communication. **07**
(b) Suppose you are working as an Assistant Manager in a reputed Engineering firm. You are not satisfied with the work assigned to you and so you want to resign from the job. Draft a resignation letter for the same. **07**

OR

- (b)** Assume that you have completed your MBA in HR specialization & you want to start your own HR consultancy firm. Draft a small business proposal for the same. **07**

- Q.3 (a)** Who is the kinesthetic speaker? Explain it in context of interpersonal communication. **07**
(b) Suppose you have to appear for a telephonic interview, which telephoning skills you will be taking care of while giving the interview? **07**

OR

- Q.3 (a)** Explain the process of listening. **07**
(b) Suppose you are working a reputed bank as a relationship manager and one of your team members is not co coordinating in your team. Write a letter to your HR manage informing him about the same & asking him to take corrective action immediately. **07**

- Q.4 (a)** Assume that you are the secretary of an Alumni Association of a College. You are planning to organize a meeting of the Association wherein you want to discuss about investment avenues available for the funds of the association. **07**

- (a) Prepare Notice & Agenda.
- (b) Draft the Minutes of the Meeting.

- (b)** Discuss briefly the main factors you would bear in mind in order to cultivate an effective style for writing reports. **07**

OR

- Q.4 (a)** What is the paralanguage? Describe briefly the paralinguistic aspects. **07**

(b) You are working as Business Head in a reputed company. Your company has planned to introduce new innovative products in your product line. You are required to prepare a presentation which shows the necessity of new products. **07**

Q.5 (a) Discuss the strategies for bringing about effectiveness in communication for business purposes. **07**

(b) Mr. Rahul wants to apply for the post of production manager in a company. Help him to write an application letter. **07**

OR

Q.5 (a) What is a Critical Listening? Illustrate with an example. **07**

(b) Which are the different possible roles of effective participant in meetings? **07**
