

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (PART TIME) SEMESTER 01 - EXAMINATION – SUMMER-2018**

**Subject Code: 3519903****Date:03/05/2018****Subject Name: Managerial Communication****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** Define the following terms: **14**

- a. Dyadic Communication
- b. Extemporaneous Speaking
- c. Grapevine
- d. Hearing
- e. Kinesics
- f. Critical Listening
- g. Minutes of Meeting

**Q. 2** (a) Define Proposal. Explain the types of business proposal in brief. **7**

**Q. 2** (b) Write a short note on seven characteristics of effective communication. **7**

**OR**

**Q. 2** (b) Define Listening. Discuss in detail anatomy of poor listening. **7**

**Q. 3** (a) Explain the symptoms of stage fright and briefly describe the strategies to overcome stage fright. **7**

**Q. 3** (b) Describe the factors that act as barriers to communication. Suggest the strategies to overcome them. **7**

**OR**

**Q. 3** (a) Define Interview. Explain the various types of Interview in brief. **7**

**Q. 3** (b) What is the purpose of conducting meeting? Explain the various kinds of meetings. **7**

**Q. 4** (a) Define Non-Verbal Communication. Explain its importance in corporate world. **7**

**Q. 4** (b) What is memo report? Explain its importance. How it's different from business letter? **7**

**OR**

**Q. 4** (a) Discuss the email etiquettes which should be followed for effective communication. **7**

**Q. 4** (b) Draft an application letter in response to the following advertisement published in Times of India on 4<sup>th</sup> April, 2018: **7**

Looking for Business Development Executive with an ability to sell brand new products of Xylus Pharma in Mumbai city. The candidate must be willing to travel and must be enthusiastic. Salary Commensurate with qualifications and experience.

**Q.5 Read the following Case Study and Answer the below mentioned questions: 14**

Charisma Corporation (CC) has recently embarked on a new kind of training. The corporation is teaching many of its employees – especially those in marketing and sales – to make decisions on the basis of non-verbal communication cues. For Ms. Malini Verma, vice president of CC, focusing on non verbal communications has become an important part of her interpersonal dealings.

Several years ago, Ms. Verma became interested in how body movements and mannerisms truly reflect what an individual is saying. Continually reading in this area of study, Ms. Verma has been able to make decisions about potential employees and potential customers by ‘reading them’. For example, Ms. Verma believes that body language can give a person a competitive advantage. It can make the difference when closing a sale, or in CC’s case, hiring new employees. For example, during interviews, Ms. Verma pays constant attention to the job candidate’s eye movements and mannerisms. She believes that she can correctly predict if the candidate will be an aggressive salesperson while simultaneously being personable and friendly. How does she do this? She does this by looking at candidates’ eyes and the way they present themselves. In one case, a hiring decision came down to two people. The first candidate was animated and made constant eye contact. The second candidate never looked Ms. Malini in her eye, leaned back in his chair, and crossed both his legs and arms. The first candidate demonstrated the communication skills that Ms. Verma found aligned with successful performance in her organization.

Ms. Malini Verma is convinced that non-verbal communication can play a significant role in helping her organization achieve its annual sales goals. Personally, she has found that it has helped her ‘quality’ customers. For instance, even though a potential customer says ‘Yes’ with his/her arms and legs crossed empathetically, it means ‘No’! Understanding this, Ms. Verma is in a better position to probe further into the possible objections the customer has. She has found that, in many cases, she is able to steer the conversation in a direction that ultimately leads to successfully closing a sale. And that is a major competitive advantage.

**Questions:**

- Q.5. (a)** Describe the communication process that Malini Verma uses in her dealings with candidates and employees.
- Q.5. (b)** What problems might Verma encounter by her heavy reliance on non verbal communications?

**OR**

- Q.5. (a)** If you were Malini Verma, what other methods would you use to judge the ability of candidate during hiring process?
- Q.5. (b)** Do you think that training the employees (in marketing and sales) about the use of non-verbal communication has been beneficial for CC? Justify.