

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-I • EXAMINATION – SUMMER 2013

Subject Code: 2810003

Date: 03-06-2013

Subject Name: Managerial Communication

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) Discuss Role of Verbal & Non-verbal Symbols in effective Communication. **07**
(b) Differentiate hearing and listening. Describe Anatomy of poor listening. **07**

- Q.2** (a) 'An application letter is a sales letter'. Discuss. **07**
(b) What are the common types of interviews? Describe the communication skill required in each type of interview. **07**

OR

- (b) What are Advantages of using E-mails? Write down the strategies for effective business e-mail message. **07**

- Q.3** (a) What is effective communication? Discuss importance and benefits of effective communication **07**
(b) Describe the techniques of feeling confident in front of an audience while delivering oral presentation **07**

OR

- Q.3** (a) What are the barriers to effective communication and how to overcome them **07**
(b) Discuss various types of visual aids. Explain role of visual aids in Effective business presentation **07**

- Q.4** (a) Bring out the essential differences in business letters, memos and e-mail **07**
(b) What is cover letter? What is the importance of the cover letter while applying for job? **07**

OR

- Q.4** (a) Explain (a) Problem solving meeting (b) suggested solution meetings (c) informational meeting **07**

- Q.4** (b) What is memo report? Explain its importance. How it's different from business letter? **07**

- Q.5** (a) Explain the seven C's of effective communication **07**
(b) Describe various types of listening and discuss features of good listener. **07**

OR

- Q.5** (a) Which are the nine roles to play as a good participant during a meeting? **07**
(b) Discuss the parts/structure of the memorandum. List out standard and optional parts **07**
