

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-I • EXAMINATION – SUMMER • 2014**

**Subject Code: 2810003**

**Date: 23-05-2014**

**Subject Name: Managerial Communication**

**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) Explain any three obstruction that lead to miscommunication in an organization. **07**  
What are the advantages and disadvantages of grapevine communication?
- (b) How a listening improve the superior and subordinate relationships in an organization? Differentiate between active and passive listening. **07**

- Q.2** (a) What is Dyadic Communication? Explain some salient features of face to face conversation. **07**
- (b) Explain with example “Non-Verbal communication is vague” and give brief about the 10 basic classes of meaning of facial expression which can be founded by Dale leather. **07**

**OR**

- (b) Mention any three situations in which proposals may be prepared in businesses and explain the internal and external proposals. **07**

- Q.3** (a) Write a note on; any two: (1) ‘Smart E-mail (2) Memo (3) Business Report **07**
- (b) "Meetings are the most popular method of interactive communication". Justify the statement. What are the main contents of the minutes of a meeting? **07**

**OR**

- Q.3** (a) Write a personal memo to a colleague congratulating him/her for an achievement. **07**
- (b) How is an oral presentation diverse from Group Discussion? What are the significant qualities desired for effective participation in group discussion? **07**

- Q.4** (a) Being a senior executive of the reputed Real Estate Company, your senior instructed you to deliver a presentation on the upcoming project in front of the investors and board members. Write the steps to prepare the effective presentation? **07**
- (b) “Public Speaking requires special skills”. Comment. There are several activities involved in preparing for a Public Speech. Enumerate those activities. **07**

**OR**

- Q.4** (a) ABC India Pvt. Ltd., a leading Agriculture Company is looking for MBA freshers for its various positions in marketing as well as finance department. The company has planned campus interview at your college. What kind of preparation you will do prior to attend the interview? **07**
- (b) Telephone as a medium of conversation. Explain the basic etiquette that needs to be kept in mind during telephonic conversations. **07**

- Q.5** (a) Respond the following advertisement: “Wanted a Marketing Executive with at least two years experience for the office of the Indian Airways, Delhi”. Apply to the HR Manager mentioning your age, qualification, experience and minimum salary acceptable. **07**

- (b) Explain Technical report writing. Give the technicalities of Report Writing. **07**

**OR**

- Q.5** (a) Explain the main reasons for stage fear and illustrate the strategies to overcome stage fear. **07**
- (b) Assume that you are the Territory Manager of the Refrigerator Company at Kashmir region; you need to talk all your marketing executives for selling maximum refrigerator into this market and achieved a target. As there is a rare demand and need to surplus supply, the manager is trying out for new strategies in this market. Write the communication with all essential information for attending the meeting. **07**

\*\*\*\*\*