

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA SEMESTER-I EXAMINATION - SUMMER-2016

Subject Code: 2810003

Date: 19/05/2015

Subject Name: Managerial Communication (MC)

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 (A)** Select the most appropriate answer from the given choices. **06**
1. The communication process involves all of the following except:
(a) Decoding (b) Receiver
(c) Noise (d) Performing
 2. Timely and informal communication is:
(a) Oral (b) Direct
(c) Written (d) Informal
 3. Which of the following is not a form of non-verbal communication
(a) Proxemics (b) Kinesics
(c) Posters (d) Object language
 4. The principles of effective writing include:
(a) Clarity (b) Brevity, Clarity and Accuracy
(c) Brevity (d) Accuracy
 5. The three major elements of presentation do not include
(a) Visual aids (b) A presenter
(c) An audience (d) Specific content
 6. Reading out a presentation is:
(a) Allowed (b) Helpful
(c) Dull (d) Not Allowed
- Q.1 (B)** Define following terms in short. **04**
1. Paralanguage
 2. Informative Listening
 3. Minutes
 4. Conference
- Q.1 (C)** List out any four situations in which proposals may be prepared in business. **04**
- Q.2 (A)** Describe various electronic media tools available for business communication. **07**
- (B)** You are sales manager of reputed pharmaceutical company. Your company has recently launched a new medicine for cardiovascular diseases. You are planning to hold conference for doctors of your area to inform them about this drug. Write steps to effectively manage this conference. **07**
- OR**
- (B)** You are a Country Manager for a multinational company and about to interview a candidate over phone. Do you think, telephonic interview will differ from a normal interview in terms of preparations required (From your end) and choice of questions? Discuss, type of questions you will ask to candidate. **07**

- Q.3** (A) Discuss seven C's of effective communication. **07**
(B) Your company Kitchenking, which manufactures kitchen appliances, has been awarded a prestigious quality award for both product design and service delivery. You are the CEO of the company and want to communicate this information to all the employees of the company. You would also like to use this opportunity to motivate the employees to continue with the good work. Write an interoffice memo with a suitable message. **07**

OR

- Q.3** (A) "Leader's role is crucial in leading effective meeting" Discuss. **07**
(B) You have got a complaint from a customer who had purchased a pair of jeans from your store. Vijay, the customer, claims that counter sales had assured him of the good quality of the jeans. However, after one wash itself, the color bled, and worse still, some other clothes that were in the washing machine with the jeans also got ruined. A huge claim to cover the expenses of all the damaged clothes is being demanded. Reply to Vijay with appropriate letter. **07**

- Q.4** (A) Describe the barriers to effective listening. Provide the guidelines to overcome them. **07**
(B) Draft an application in response to the following, advertisement: **07**
Wanted sales Representative, Willing to travel extensively to sell our new Detergent in Ahmedabad and Kheda Districts. Salary Commensurate with qualifications and experience. Write an application without resume.

OR

- Q.4** (A) Describe some methods of improving the listening ability of person. **07**
(B) Your company has a number of facilities for women employees to help them balance their professional and home responsibilities. You have found that the measures have not only raised the morale of all but also improved productivity. You want to now start a child day care center in the factory where these women work. Write a proposal to your top management with all the details required for implementation of the day care center. **07**

- Q.5** **Carefully read the case and answers the questions given at the end.** **14**

Mr and Mrs Basu went to Woodland's apparel section to buy a Jacket. Mr Basu did not read the price tag on the piece he had selected. While making the payment, he asked for the price at the counter. The answer was "Rs 950".

Meanwhile, Mrs Basu, who was still shopping, came back and joined her husband. She was glad that he had selected a nice black jacket for himself. She pointed out that there was a 25% discount on that item. The person at the billing counter nods his head in agreement. Mr Basu was thrilled to hear that. "That means the price of this Jacket is just Rs.645. That's fantastic," said Mr Basu. He decided to buy another jacket in green.

In no time, he returned with the second jacket and asked the salesperson to pack both. When he received the cash memo for payment, he was surprised to find that he had to pay Rs. 1900 and not Rs. 1290 as he had expected.

Mr Basu could hardly reconcile himself to the fact that the salesperson had first quoted the discounted price that is Rs. 950. But the original price printed on the price tag was Rs. 1225.

Questions.

1. Identify the three sources of Mr Basu's information about the price of the Jacket.
2. What should Mr Basu have done to avoid the misunderstanding?

3. Who is to blame for this communication gap? Why?

OR

Q.5

Carefully read the case and answers the questions given at the end.

14

Prittania Biscuits is located in an industrial area. The biscuits factory employs labor on a daily basis. The management does not follow statutory regulations and are able to get away with violations by keeping the concerned inspectors in good books.

The factory has a designated room to which employees are periodically called either to hire or to fire. As a part of National Safety Day, The Industries Association, of which the Prittania Biscuits is a member, decided to celebrate collectively at a central place. Each of the members was given specific tasks.

The Personnel Manager, Prittania Biscuits, desired to consult the supervisors and to inform everybody through them about the safety day celebrations. HE sent a memo requesting them to be present in the room meant for hiring and firing. As soon as the supervisors read the memo they all got panicky thinking that now it was their turn to get fired. They started having “hush-hush” consultations. The workers also learnt about it and since they had a lot of score to settle with the management, they extended their sympathy and support to the supervisors. As a consequence everybody stop working and the factory came to grinding halt.

In the meantime, the personnel manager was unaware of the developments and when he came to know of it. He went immediately and tried to convince the supervisors about the purpose of inviting them and the reason why that particular room was chosen. The Personnel Manager had selected the room because no other room was available. But the supervisors and the workers were in no mood to listen.

The Managing Director, who rushed to the factory on hearing about the strike, also couldn't convince the workers.

The matter was referred to the Government labor department. The inquiry resulted in all irregularities of the factory getting exposed and imposition of heavy penalties. The Personnel Manager was kicked out. The factory reopened after prolonged negotiations and settlements.

Questions.

1. Identify the communications barriers in the case.
2. Identify the flows of communication in Prittania Biscuits.
3. What role did grapevine play in Prittania Biscuits?
