

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

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

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**MBA – SEMESTER 01– • EXAMINATION – SUMMER 2017**

**Subject Code:2810003**

**Date: 09/05/2017**

**Subject Name: Managerial Communication**

**Time: 10:30a.m to 1:30 p.m**

**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) Choose the appropriate option and give the answer. **06**

\_\_\_\_\_ is about using more polite, pleasant or sophisticated language or words.

1. A. Colloquialism B. Slag  
C. Euphemisms D. Jargon

Which among the following is preferred by both audience and speakers; it allows more eye contact and more verbal and nonverbal involvement with the audience?

2. A. Extemporaneous B. Reading  
C. Memorization D. Impromptu

Which among the following is not the purpose for listening?

3. A. To gain information B. To question and test  
C. To inspire D. To improve communication

Which among the following is not the principle of communication?

4. A. Conciseness B. Completeness  
C. Competence D. Correctness

\_\_\_\_\_ is not the type of physical barriers.

5. A. Stereotyping B. External noise  
C. Distance D. Technical Problems

According to Keith Devis, the objective of the communication is

6. A. To inform B. To provide attitudes  
C. Both (A) and (B) D. None

(b) Explain the terms/Concepts with Practical examples. **04**

1. Teleconferencing
2. Semantic
3. Oculesics
4. Haptics

(c) What are the symptoms of stage fright? Discuss in brief the strategies for removing the stage fright. **04**

**Q.2** (a) Explain the various kinds of meetings with examples. And enlist the various roles performed by the participants in the meeting. **07**

(b) Discuss the strategies for improving oral presentations. **07**

**OR**

(b) How does listening differ from hearing? Explain the process of listening. Also discuss the features of a good listener and the anatomy of poor listening. **07**

**Q.3** (a) What do you speak in an interview is not as important as how you speak, your overall behavior and body language during the interview has become **07**

more important now. Do you agree? Why?

- (b) Ms. Pooja wants to apply for the post of clerk in a reputed in a bank. Help her to write an application letter. **07**

**OR**

- Q.3** (a) What are the 7 characteristics of effective communication? Discuss each of them with examples. **07**

- (b) Suppose you are attending an interview for the post of a lecturer in an MBA college. What are the key points you focus on while giving interview. **07**

- Q.4** (a) Explain the barriers to communication and discuss the remedies for each of them. **07**

- (b) Youngman Club, Ahmedabad has decided to give wall clocks to each of its 150 members as a celebration of decade. Draft a letter from the secretary of the club to Quartz Palace, Ahmedabad asking quotation for the same. **07**

**OR**

- Q.4** (a) 'No communication process is completed without the feedback.' – Explain the statement with the process and suitable example. **07**

- (b) Assume that you are a sales manager and are asked to send district wise sales for last quarter. Your assignment is to write a memo report addressed to General Manager of your company to provide the same information. **07**

- Q.5** *Case Study* **14**

*Charisma Corporation*

Charisma Corporation (CC) has recently embarked on a new kind of training. The corporation is teaching many of its employees-especially those in the marketing and sales-to make decisions on the basis of non-verbal communication cues. For Malini Varma, Vice-President of CC, focusing on non-verbal communications has become an important part of her interpersonal dealings. Several years ago, Varma became interested in how body movements and mannerisms truly reflect what an individual is saying. Continuously reading in this area of study, Varma has been able to take decisions about potential employees and potential customers by 'reading' them.

For example, Varma believes that body language can give a person competitive advantage. It can make a difference while closing a deal or, as in CC's case, while hiring employees. For example, during interviews, Malini 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 sales person while simultaneously being personable and friendly. How does she do this? She does this by looking at their eyes and the way they present themselves. In one case, the hiring decision came down to two people. The first person was animated and made constant eye contact. The second candidate never looked Malini in the eye, leaned back in his/her chair, and crossed both his legs and arms. The first candidate demonstrated the communication skills that Varma thought aligned with successful performance in her organization. Malini Varma is convinced that communication skills 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 when a potential customer says, 'Yes', with his/her arms and legs crossed emphatically, it means to state, 'No!' Understanding this, Varma is in a better position to probe further into the possible objections the customers has. She has found that, in many cases, she is able to steer the conversations in a direction that ultimately

leads to successfully closing a sale. And that is a major competitive advantage.

1. Describe the communication process that Malini Varma uses in her dealings with candidates and employees.
2. What problem might Varma encounter by her heavy reliance on non-verbal communications?
3. What communication guidance would you give to Varma and individuals like her who place an inordinately high value on body language? Explain your position.

**OR**

**Q.5**

*Case Study: Outsourcing Backlash Gets Abusive, Ugly*

**14**

I don't want to speak to you. Connect to your boss in the US," hissed the American on the phone. The young girl at a Bangalore call center tried to be as polite as she could.

At another call center, another day, another young girl had a Londoner unleashing himself on her, "Young lady do you know that because of you Indians we are losing jobs."

The outsourcing backlash is getting ugly. Handling irate callers is the new brief for the young men and women taking calls at these outsourced job centers. Supervisors tell them to be "cool".

Avinash Vashistha, managing partner of NEOIT, a leading US-based consultancy firm says, "Companies involved in outsourcing both in the US and India are already getting a lot of hate mail against outsourcing and it is hardly surprising that some people should behave like this on the telephone." Vashistha says Indian call centers should train their operators how to handle such calls.

Indeed, the furore raised by the western media over job losses because of outsourcing has made ordinary citizens there sensitive to the fact that their call are being taken not from their midst but in countries, such as India and the Philippines.

The angry outbursts the operators face border on the racist and sexist, says the manager of a call center in Hyderabad. But operators and senior executives of call centers refuse to go on record for fear of kicking up a controversy that might result in their companies' losing clients overseas.

"It's happening often enough and so let's face it," says a senior executive of a Gurgaon call center, adding, "This doesn't have any impact on business."

1. Assume you are working as an operator at a call centre in India and are receiving irate calls from Americans and Londoners. How would you handle such calls? Conceive a short conversation between you and your client, and put it on paper.
2. "Keep your cool." What does this mean in term of conversation control?
3. Do you agree with the view that such abusive happenings on the telephone do not have any impact on business? Justify.