

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-I • EXAMINATION – WINTER 2013

Subject Code: 2810003

Date: 31-12-2013

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) Define non verbal communication. Explain with example the terms kinesics, paralanguage, oculesics, haptics, proxemics, chronemics and olfactics. **07**
(b) Enlist different types of listening. Explain in detail any three types of listening with examples. **07**

- Q.2** (a) What are the advantages and disadvantages of written communication over oral communication? **07**
(b) What are the factors influencing the choice of a particular medium of communication? **07**

OR

- (b) Explain different types of barriers which can make oral communication ineffective. **07**

- Q.3** (a) You are a fresh MBA Graduate. Which are the important points you will take care of, before and during a job interview? **07**
(b) Write a note on business e-mail etiquette. **07**

OR

- Q.3** (a) What are the essentials steps involved while planning for a business meeting? **07**
(b) What are the points you will take care while handling a business telephone call? **07**

- Q.4** (a) What strategies you will follow while planning and during delivery of a presentation? **07**
(b) What are the essentials of a good business letter? **07**

OR

- Q.4** (a) You are going to address a big gathering of business persons. What will you do to overcome your stage fright? **07**

- Q.4** (b) What are the different parts or components of a business letter? **07**

- Q.5** (a) You are running a Business Consultancy and Training firm. Prepare a business proposal for various kinds of consultancy and trainings you offer, for a medium scale company. **07**
(b) Draft an agenda for a business meeting for planning for launch of a new product. **07**

OR

- Q.5** (a) Write a covering letter to accompany your resume, in response to a job position of Finance Executive advertised in a newspaper. **07**
(b) What are the contents of a Research Report? **07**
