

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

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

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 1 – EXAMINATION – SUMMER 2019**

**Subject Code: 4519203**

**Date:17/05/2019**

**Subject Name: Managerial Communication**

**Time:02:30 PM To 05:30 PM**

**Total Marks: 70**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

<b>Q. No.</b>		<b>Marks</b>
<b>Q.1</b>	Explain terms (a) Active Vs. Passive Listening (b) Critical Listening (c) Kinesthetic speaker (d) Emotional Intelligence (e) Public Speaking (f) Oculesics (g) Informative Listening	<b>14</b>
<b>Q.2</b>	(a) Explain the importance and benefits of effective communication?	<b>07</b>
	(b) Being an executive of a reputed company, Your senior has instructed you to deliver a presentation on the upcoming project in front of the board members. What kind of body language you will follow while giving presentation?	<b>07</b>
	<b>OR</b>	
	(b) You are the Manager of a Multi-national Company planning to conduct a video-conferencing meeting with your Managers in India. What kind of etiquettes will you follow at the beginning of meeting, during the meeting and before ending the meeting?	<b>07</b>
<b>Q.3</b>	(a) What strategies you will follow for effective oral delivery of a presentation?	<b>07</b>
	(b) Assume that you are a director of an educational institution. Due to change of regulations this year, you are cancelling admissions of outside the state candidate's. Write an email to these candidates explaining your inability and still maintaining your goodwill.	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Which are the different etiquettes you will follow while using different types of social media and after using social media?	<b>07</b>
	(b) You are working as a Regional Manager of Cement Company. During your working, you have found that sales executives of Gujarat team are quite new to the field and not comfortable in handling the distributors. After a formal discussion with them about this problem, you decided to train them properly. According to the company policies, you need to inform the HR department to arrange the training. Communicate with Mr. Sharma, HR Manager, regarding this matter.	<b>07</b>

- Q.4** (a) What are the points you will take care while handling a business telephone call? **07**
- (b) A big financial corporate has advertised vacancies for Marketing Executives/Financial Analysts//HR Executives. In accordance with the designation you have to apply for, draft a Job application (cover letter) addressed to the HR Manager which talks about your profile, interests, capabilities and strengths precisely. **07**

**OR**

- Q.4** (a) Discuss the three levels of listening **07**
- (b) You are a project manager of a multi-national company thinking of starting a manufacturing unit in your area. Prepare a positive or negative report of your area feasibility to be send to the corporate head. **07**

**Q.5 CASE STUDY:**

Angelina works at the Four Seasons Hotel in USA. At the Four Seasons, she works in the Housekeeping department. Her role within the department is to train all new staff in general housekeeping skills. Today she is training a new staff member Maria, on how to clean and maintain the mini bar in guestrooms. Maria who has just recently arrived from Scotland finds that Angelina's American accent is quite difficult to understand. She has asked Angelina to repeat her instructions for cleaning and restocking the mini bar, and she is still unable to understand her. So she decides to complete the task her way before moving on to another room where she repeats the same task. After Maria has completed cleaning and restocking all the mini bars that she was assigned, Angelina checks to see that the tasks were completed to job specification. Angelina quickly discovers that Maria has not completed the task as she was instructed to. She wonders how this could happen when she has instructed Maria over and over again. As Maria is about to go home Angelina catches up with her and asks Maria to redo the mini bars. Maria can't understand why Angelina wants her to do this again, when the afternoon housekeeping staff is now on duty. Maria tells Angelina that she has to go home now, and is unable to stay back tonight. Angelina can't believe what she's hearing and tells Maria that she must finish her job before she goes home, and if she doesn't do this, then she will report her to the House Keeping Manager and Human Resource Manager.

- (a) What kind of barrier exists between Maria and Angelina in the case? **07**
- (b) Give your suggestions to overcome this barrier? **07**

**OR**

- Q.5** (a) Why has communication failed here? **07**
- (b) How can communication be improved between Maria and Angelina? **07**

\*\*\*\*\*