

# GUJARAT TECHNOLOGICAL UNIVERSITY

MBA Sem-I Examination January 2010

**Subject code: 810004**

**Subject Name: Managerial Communication**

**Date: 25 / 01 / 2010**

**Time: 12.00 – 2.30 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 the process of communication through diagram depicting the various components of communication. **07**  
(b) Who is a Kinesthetic Speaker.? Explain it in the context of interpersonal communication. **07**

- Q.2** (a) Discuss the importance of listening in business setting by illustrating examples of effective and ineffective listening. **07**  
(b) Describe the listening process and explain how good listener overcomes barriers at each stage of the process. **07**

**OR**

- (b) What is Empathetic Listening? Illustrate with example the power of emphatic listening. **07**

- Q.3** (a) What are the essential steps required for an effective business presentation. Analyze with suitable example. **07**  
(b) Describe the techniques of feeling confident in front of an audience while delivering oral presentation. **07**

**OR**

- Q.3** (a) Non verbal communication is more effective than verbal communication in sending the message across. Elucidate **07**  
(b) Discuss in detail the telephone protocols required while taking up call and answering the call. **07**

- Q.4** (a) What you speak in an interview is not as important as how you speak; your overall behavior and body language during the interview have become more important now. Do you agree? Discuss. **07**  
(b) What are the common types of interviews? Describe the communication skills required in each type of interview. **07**

**OR**

- Q.4** (a) Supply definition to following terms that have a relationship to business meetings: a. Problem solving meetings, b. Suggested-Solution meetings. **07**  
(b) Discuss in detail the steps involved in holding an effective business meeting. **07**

- Q.5** (a) Write down the strategies for effective business E-mail messages. **07**  
(b) Bring out the essential differences in Business Letters and Memos. **07**

**OR**

- Q.5** (a) Identify steps involved for an effective persuasive business message. **07**  
(b) Through an example apply steps required for an effective business report. **07**

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