

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA Second Semester-II (Evening) Examination May 2010

Subject code: 810004

Subject Name: Managerial Communication

Date: 27 / 05 / 2010

Time: 11.00 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 the Communication process and state the different elements of Communication. **07**

(b) What is the anatomy of a poor listener? **07**

Q.2 (a) Write a crisp note on the 7C's for effective communication. **07**

(b) What are the characteristics of Non-verbal Communication and discuss its important in oral communication? **07**

OR

(b) Define a Business Meeting and what the ways and means are of conducting a meeting effectively? **07**

Q.3 (a) You are the marketing head of ABC Co. what will be your strategies be for executing the informative message you have for your Regional Sales Heads at the meeting on 28th. June 2010. **07**

(b) Write your strategies for handling the Question-Answer sessions at the above meeting. **07**

OR

Q.3 (a) Due to recession this year you have to make a persuasive speech to your Employees what will your strategies for executing it. **07**

(b) Write your strategies for handling the Question-Answer sessions at the above meeting. **07**

Q.4 (a) Write a note on the barriers of communication and how do you over come them. **07**

(b) Write a note on different Visual Aids and state its emphasis in presentations. **07**

OR

Q.4 (a) Describe the structure of a formal presentation and explain the importance of directiveness in the different parts of your presentation. **07**

(b) Write a note on a 'Smart E-mail'. **07**

Q.5 (a) You are the Regional Manager of the Bank of Scotland in Delhi for its Indian operations. You have observed that in the Indian Market there is a decline in customers and they are more inclined towards to Indian Banks. Communicate to your Chief- Manager at your head-office of the current status and propose your views to improve the banks standing in years to come. **07**

(b) As the General Manger of Ripe Fruit Co. you need to talk to your regional Managers for launching a new product in the market. You should assess then current market and the strategies for the launch of the new product. Communicate to your regional mangers with necessary details for attending the meeting. **07**

OR

Q.5 (a) Mr. Ranjit Talwar is working under you in Ram Marketing Co. Write a short confidential memorandum report about him. You may consider the following: **07**

- Ability to perform in the current job
- Capacity to get along with superiors ,peers and subordinates
- Support for his communication abilities
- Willingness to perform high quality work
- Control over time
- Evidence of creativity in solving problems
- Desire to continue to work in the company

(b) You are the recruitment head of an MNC reporting to the HR.Manager. There is a mass recruitment for your new office at Banglore. What would be your preparation to accomplish the job write a communication to your H.R.Manager. **07**
