

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA 1ST Semester Remedial Examination –July- 2011

Subject code: 810004

Subject Name: Managerial Communication

Date: 11/07/2011

Time: 02:30 pm – 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.**

- Q.1** (a) Using the model of the communication process as a base, explain how people reading or hearing the same message can disagree on its meaning. **07**
- (b) Is the ability to communicate more important to the successful performance of a supervisor than to the successful performance of a company president? Defend your answer. **07**
- Q.2** (a) What is the difference between hearing and listening? Explain how each of the types of nonverbal communication relates to speaking and to listening. **07**
- (b) Explain Inferencial Model of Communication with business examples. **07**
- OR**
- (b) What are the people and circumstances in your life where you find it most difficult to listen? Why do you feel it difficult? **07**
- Q.3** (a) When planning a presentation, what does it mean to “analyze the situation”? Briefly explain each of the tasks involved. **07**
- (b) Write a note on telephone etiquettes. **07**
- OR**
- Q.3** (a) What is MOM Plan? Elaborate with business examples. **07**
- (b) How should you handle questions from the audience during presentations? **07**
- Q.4** (a) Describe a) Informational Meetings and b) Suggested-Solution Meetings. **07**
- (b) Enlist and explain positive and negative behavior during an Interview? **07**
- OR**
- Q.4** (a) What is Meeting Manual? What should go in an agenda and in minutes of a meeting? **07**
- (b) What are your strengths and weaknesses? How can you deal with them if they come up during an interview? **07**
- Q.5** (a) Write down the strategies for effective business E-mail messages. **07**
- (b) Prepare a short report on how to promote herbal tea for health-conscious people of Gujarat. Assume data if needed. **07**
- OR**
- Q.5** (a) Prepare an unsolicited brief proposal on behalf of the firm providing placement services to MBA institutes. Assume data if needed. **07**
- (b) Prepare a letter in response to an announced job opening. Assume data if needed. **07**
