

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (Evening) Sem-II Remedial Examination December 2010

Subject code: 810004

Subject Name: Managerial Communication

Date: 20 /12 /2010

Time: 10.30 am – 01.00 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 Communication and explain the process of communication. **07**
(b) What are 7 characteristics of effective communication? **07**
- Q.2** (a) What are the barriers to communication? Explain in brief. **07**
(b) Enlist the elements of verbal communication and explain in brief. **07**
- OR**
- (b) What is non verbal communication? Explain. **07**
- Q.3** (a) Explain the role of listening in communication. **07**
(b) Explain the types of listening in detail. **07**
- OR**
- Q.3** (a) Differentiate between active and passive listening. **07**
(b) Explain the features of a good listener and name some barriers in effective listening. **07**
- Q.4** (a) Explain the basic etiquette that needs to be kept in mind during telephonic conversations. **07**
(b) Explain the process of effective oral presentation. **07**
- OR**
- Q.4** (a) Explain the interview process. What are the various types of interviews? **07**
(b) How would you conduct a meeting efficiently? **07**
- Q.5** (a) What are business reports? Explain the types of business reports? **07**
(b) What are memos? With an example discuss the format of a memo. **07**
- OR**
- Q.5** (a) Discuss the various elements of communication for the purpose of employment. **07**
(b) With an example explain the structure of a business report. **07**
