

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Semester –I Examination Dec'11- Jan'12

Subject code: 810004

Date: 02/01/2012

Subject Name: Managerial Communication (MC)

Time: 10.30 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) Explain the process of communication. Also highlight its importance? **07**

(b) Which are the barriers of Communication & how to overcome them? **07**

Q.2 (a) Is listening skills more important than speaking? Explain. **07**

(b) What are the qualities of good listener? Describe. **07**

Or

(b) What are the barriers to effective listening? **07**

Q.3 (a) What do mean by telephone etiquettes? **07**

(b) What are different visual aids? Highlight their importance? **07**

Or

Q.3 (a) What are business etiquettes? **07**

(b) What is oral presentation & how to deliver it effectively? **07**

Q.4 (a) Describe business meeting and what are the ways & means of conducting **07**

a meeting effectively?

(b) How to prepare for an interview? **07**

Or

Q.4 (a) What is Group Discussion & explain the techniques to handle group discussion **07**
effectively?

(b) What do you understand by 'minutes of the meeting' and explain guidelines **07**

for writing minutes?

Q.5 (a) What is 'MEMO'? Write good news to an employee in the memo format. **07**

(b) Write an application for the post of librarian which have been advertised in the newspaper on last Wednesday? **07**

Or

Q.5 (a) You have started a computer centre. Write a sales letter to business houses in your city, offering to train their staff in using computers. **07**

(b) Describe the advantages & smartness in e-mail? **07**
