

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A -Ist SEMESTER-EXAMINATION –JUNE- 2012****Subject code: 2810003****Date: 09/06/2012****Subject Name: Managerial Communication (MC)****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) Define communication? Discuss the benefits of effective communication? **07**
(b) Explain the process of communication. Discuss the different functions of the components of communication. **07**

- Q.2** (a) Define non verbal communication. Discuss the types of non verbal communication. **07**
(b) Discuss the factors which prevent the message from reaching the intended recipient. **07**

OR

- (b) What 'listening' means? Justify that listening is never easy. **07**

- Q.3** (a) Discuss the three levels of listening. **07**
(b) What is the difference between business presentations and public speaking? Give some tips to use non verbal cues effectively during your presentation. **07**

OR

- Q.3** (a) List down some of the symptoms of the stage fright which you have felt and also the strategies used by you for reducing stage fright? **07**
(b) What is the difference between convener, chairman and leader of a meeting? What communication skills does a person need in order to be successful in any of these positions? **07**

- Q.4** (a) Distinguish between committee and conference. What are the responsibilities of participants in a conference? **07**
(b) Discuss the factors which contribute towards success in an interview. **07**

OR

- Q.4** (a) Discuss the effective use of e mail and instant messaging in business communication? **07**
(b) Write a letter to one of your business associates congratulating them on their winning of the best exporter's award. **07**

- Q.5** (a) List the tangible and intangible benefits that you might describe while promoting the membership in a health club. **07**

- (b) Memorandums and e mail messages differ more than letters in their physical make up. Explain and discuss. **07**

OR

- Q.5** (a) A report has several parts which enable the writer(s) to lay out the complex information in an easy-to-read form. Discuss the parts of a report in brief. **07**
(b) Prepare a bio data and covering letter for the post of relationship manager in a reputed bank of your choice. **07**
