

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A -Ist SEMESTER-EXAMINATION –JUNE- 2012****Subject code: 810004****Date: 09/06/2012****Subject Name: Managerial Communication****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) Explain process of communication in today's business context with suitable examples. **07**

(b) Define the term listening and explain various types of listening with examples. **07**

Q.2 (a) In today's business situation organizations use different interviewing situations or techniques, explain those techniques. **07**

(b) What are the purposes for listening ? Explain components of the 'HURIER' behavioral listening model. **07**

OR

(b) Communication can be effective if we follow seven C's, explain the statement in business situation. **07**

Q.3 (a) Describe the various communication power that visuals add to your writing. **07**

(b) Audience analysis is important for the purpose of effective communication, explain and analyze the statement with examples. **07**

OR

Q.3 (a) Consider that you are working as management trainee in a business organization and receiving a phone call while attending your office, explain the basic protocols to be followed while receiving same phone call. **07**

(b) For effective oral presentations we follow various steps for preparation, explain those steps with examples. **07**

Q.4 (a) In a job interview what employers look for from the candidate? Explain by considering that you are preparing for a job interview. **07**

(b) Write in brief on mock interview and group discussion. **07**

OR

Q.4 (a) Prepare a checklist for your preparation before the job interview. **07**

(b) Should interviews be used as a selection technique? Put forward your views with suitable example. **07**

Q.5 (a) What are the essential difference between business letter and memo or memorandum ? **07**

(b) Explain important points to be considered while making a business e-mail effective. **07**

OR

Q.5 (a) Explain the standard parts of a business letter by writing in brief a business letter where communication is between organization and supplier, where advising supplier to dispatch raw material to the plant without any further delay. **07**

(b) Persuasion lies at the heart of proposal writing, explain the statement by mentioning various parts of a proposal. **07**
