

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

SEMESTER– 1 EXAMINATION – WINTER 2012

Subject code: 810004

Date: 08/01/2013

Subject Name: Managerial Communication

Time: 14:30 – 17:30

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) Discuss the importance of communication in our day to day life? **07**
(b) Describe the process of communication with the help of chart? **07**
- Q.2** (a) Explain the barriers of communication? Also discuss how to overcome them? **07**
(b) Write briefly on the 7C' for effective communication? **07**
- OR**
- (b) Discuss the types of non-verbal communication? Compare non-verbal communication with verbal communication? **07**
- Q.3** (a) Listening is more important than speaking? Justify. **07**
(b) Which strategies are applied to remove stage fear? Describe? **07**
- OR**
- Q.3** (a) How to prepare business presentation? Which strategy should be kept in mind to deliver it effectively? **07**
(b) Which are the barriers in effective listening? **07**
- Q.4** (a) As a G.M of Multi National Company, you need to talk to your regional manager's. How you will conduct a meeting & put forward you agenda effectively? **07**
(b) What do you understand by telephone etiquettes? **07**
- OR**
- Q.4** (a) Suppose you are attending an interview for the post of 'Management Trainee'. Which points you need to focus? **07**
(b) E-mail's are very effective means of written communication. How? **07**
- 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 'Manager' which has been **07**

advertised in the newspaper on last Tuesday?

OR

Q.5 (a) Resume can fetch you a call letter? How to prepare it smartly? **07**

(b) You are working in a Multi National Company based in Bangalore. **07**
Presently you are posted at New Delhi. On the launch of new product,
submit business report to your head office.
