

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A. Sem-II (Evening) Examination May 2011

Subject code: 810004

Subject Name: Managerial Communication

Date: 25/05/2011

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) Write Direct, Concise Word against following Verbose: **07**

As regards = _____
At a later date = _____
Along the lines of = _____
Answer in the affirmative = _____
Be in a position to = _____
By the reason of the fact = _____
In accordance with your request = _____

(b) Use simple words for following: **07**

Conversed with = _____
Communication = _____
Terminate = _____
Utilise = _____
Advert = _____
State / inform = _____
Regarding / respecting / concerning = _____

Q.2 (a) “Self Assessment precedes a Job Application.” Do you agree? Describe four tools or key areas of Self Assessment. **07**

(b) Assume you are about to complete MBA and apply for a Job in your specialization or interest area. What Skills should you develop to get a good job? **07**

OR

(b) Assume you are about to complete MBA and apply for a Job in your specialization or interest area. What kind of Persons and Agencies should be in your Networking, who could be helpful to you in securing a job of your choice? **07**

Q.3 (a) It is believed that Gujarati students lack English writing skills. What skills students should develop for Effective Writing in general? Explain. **07**

(b) Write Guidelines to write Effective Paragraphs. **07**

OR

Q.3 (a) What are ‘Paired Words’ or ‘Word Clusters’ expressing same idea? List out seven ‘Paired Words’ from your daily communication. **07**

- (b) “To write simply is as difficult as to be good”, advised Somerset Maugham. 07
Write seven simple and precise sentences of your choice without a grammatical error.
- Q.4** (a) It is said that “Listening is the best form of flattery.” List out seven major 07
benefits of Listening?
- (b) The ability to listen effectively depends on your purpose of listening. Explain 07
three broad purposes of listening.
- OR**
- Q.4** (a) There are six barriers to listening. Explain in brief. 07
- (b) Prepare at least seven out of fifteen Guidelines to Effective Listening. 07
- Q.5** (a) “Communication may fail due to some Barriers, which may occur due to some 07
definite Causes.” List out your answer in Tabular format only.
- (b) “Informal channel may sometimes be more powerful than formal channel of 07
communication in an organization.” What are the three categories (relationships) of persons to form your own informal channel and what strategies would you use with each category to exchange information? Answer in Tabular format.
- OR**
- Q.5** (a) What are the five major qualities of a good proposal or report? Explain each 07
quality in brief.
- (b) List out Parts of a standard proposal and then elucidate in brief. 07
