Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER I – EXAMINATION – SUMMER 2019

Subject Code:2810003
Subject Name: Managerial Communication   **Date:27/12/2018**
Time:02:30 PM To 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. No.		
Q.1 (a)	**MULTIPLE CHOICE QUESTION:**	**06**

1. The following is/are non-verbal communication
    A. Facial expression   B.   Appearance
    C. Posture   D.   All of above

2. Communication is the task of imparting _____
    A. Training   B.   Information
    C. Knowledge   D.   Message

3. Which of this is not included in 7c's of communication
    A. Courtesy   B.   Clarity
    C. Correctness   D.   Complicated

4. The following is/are the most effective ways of communication.
    A. Verbal   B.   Non-verbal
    C. Written   D.   All of the above

5. The following is the permanent records for business.
    A. Business letters B.   Ledgers
    C. Production reports   D.   All of the above

6. Listening to a lecture is _____
    A. Information listening   B.   Evaluating listening
    C. Emphatic listening   D.   None of these

Q. 1(b)	**Attempt the following questions.(Each question carries 1 mark.)**	**04**

1. Purpose of listening

2. Telephoning skills

3. Minutes of meeting

4.   Note on non-verbal communication

Q.1(C)	Explain anatomy of poor listening.	04
Q.2	(a) Explain in detail seven C's of effective communication	07

    (b) Write in detail the need and importance of managerial communication
        with suitable example.   07

OR
    (b) What do you understand by "Listening"? Explain the characteristics
      of a good listener   07

Q.3   (a) What do you understand by "Meeting"? Explain the roles of
           effective participants in meeting   07

    (b) What preparation should Mr.X do while interviewers assess when
           they interview Mr.X for the job?   07

OR

Q.3   (a) Explain the important qualities for the healthy group discussion in details.   07
    (b) What preparation does Mrs. Rao have to make for interviewing
           candidates for the job?   07

Q.4   (a) Why e-mail has become so popular? Justify your answer.   07
    (b) Being a fresh MBA graduate, you are looking for a suitable opportunity.
           Prepare a job application for the position of management trainee at
           Maruti Co. Ltd.   07

OR

Q.4   (a) Discuss in detail techniques for writing an effective email?   07
    (b) As a manager how will you do planning for the meeting, and explain
           procedure during meeting.   07

Q.5   CASE STUDY

Siya works at the Twin Towers in Mumbai. At the Twin she works in the Housekeeping department. Her role within the department is to train all new staff in general housekeeping skills. Today she is training a new staff member Tiya, on how to clean and maintain the mini bar in guestrooms. Tiya who has just recently arrived from Nepal finds that Siya's accent is quite difficult to understand. She has asked Siya to repeat her instructions for cleaning and restocking the mini bar, and she is still unable to understand her. So she decides to complete the task her way before moving on to another room where she repeats the same task. After Tiya has completed cleaning and restocking all the mini bars that she was assigned, Siya checks to see that the tasks were completed to job specification. Siya quickly discovers that Tiya has not completed the task as she was instructed to. She wonders how this could happen when she has instructed Tiya over and over again. As Tiya is about to go home Siya catches up with her and asks Tiya to redo the mini bars. Tiya can't understand why Siya wants her to do this again, when the afternoon housekeeping staff is now on duty. Tiya tells Siya that she has to go home now, and is unable to stay back tonight. Siya can't believe what she's hearing and tells Tiya that she must finish her job before she goes home, and if she doesn't do this, then she will report her to the House Keeping Manager and Human Resource Manager.

a) Why has communication failed here?   07
b) How can communication be improved between Tiya and Siya?   07

OR

Q.5 (a) If you would have been in Siya's place, what you would have done to improve communication?
Give your suggestions   07
(b)Who is to blame for this communication problem? Why?   07