Date:27/12/2018

Total Marks: 70

Subject Code: 3519203

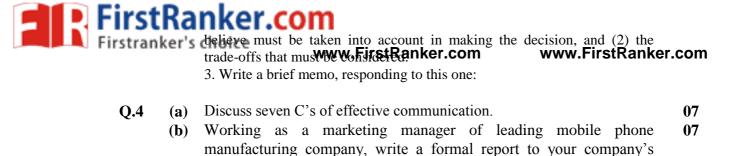
Time: 10:30 A.M - 01:30 P.M

Subject Name: Managerial Communication (MC)

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER 1 - EXAMINATION - WINTER 2018

Instru	ictio	ns:		
1. Attempt all questions.				
	2.	Ma	ake suitable assumptions wherever necessary.	
	3.	Fig	gures to the right indicate full marks.	
O N				N.C. 1
Q.No		D ("	. 4 6 11	Marks
Q.1	-	Define the following terms: (a) Haptics (b) Oculesics		14
			(c) Extemporaneous	
		(d) Emblems (e) Dyadic Communication		
			(f) Minutes	
			(g) Agenda	
Q.2)	(a)	What is paralanguage? Describe briefly the paralinguistic aspects.	07
		(b)	Assume that you are executive of a Multinational Company. You are	07
			about to take telephone interview for a candidate suitable for your	
			company. How will you conduct this interview?	
			OR	
		(b)		07
		(b)	Draft an application in response to the following, advertisement:	07
			Wanted sales Representative, Willing to travel extensively to sell our	
			new Detergent in Ahmedabad and Kheda Districts. Salary	
			Commensurate with qualifications and experience. Write an	
			application without resume.	
Q.3	}	(a)	Discuss different important strategies to improve Oral	07
			presentations.	
		(b)	You live in a small university town. Last week, you drove to a big city	07
			about two hours away to buy a new laptop at a good price. You	
			worked on the laptop all week and finished writing a long assignment	
			that is due shortly. However, this week, the laptop doesn't even switch	
			on. Write to the store. In your letter:	
			 Tell the store where you live & what happened 	
			 Explain the problem with the laptop 	
			 State what action you would like the store to take 	
			OR	
Q.3	}	(a)	Explain the main reasons for stage fear and illustrate the strategies	07
		()	to overcome stage fear.	
		(b)	Assume the role of a mid-level manager of a small company. The	07
		(2)	CEO, Rachael Barker, wants your views on a new computer network	0.
			she is considering. The current network is adequate, but the new one	
			will provide much greater capabilities for managing files, word	
			processing, and accessing the database.	
			Write a one-page memo in which you list (1) the key factors that you	



OR

marketing vice-president on the reasons you have investigated for the sudden fall in demand for your products in Indian market during last

Q.4 (a) Explain the possible causes for poor listening and how can it be improved to be a good listener?

(b) "Public Speaking requires special skills". Comment. There are several 07

three months. You may assume the necessary information.

activities involved in preparing for a Public Speech. Enumerate those activities.

Q.5 CASE STUDY: The Farewell Speech

The vice-president of a company was being given a farewell by the employees with whom he had worked for more than 25 years. Camaraderie, reflections, sharing of thoughts and memories, lots of wine, and plenty of food could sum up the mood of the party. The CEO walked in to join the party and he was soon requested to deliver a short speech looking at the mood and the spirit of the occasion. The CEO, an eloquent speaker, stood up and delivered a great speech, marked with touches of gentle humour, about life after retirement, what the vice president meant to the company and to him personally, how he had reached such heights and yet never compromised his values, and that his exit would be a difficult space to fill in. as the CEO spoke, all eyes were fixed on him. Most employees were serious, watchful, and paying full attention. Some were clearly indifferent.

A few proactive listeners, however, enjoyed every bit of what the CEO said which was quite evident from their body language. Their smiling faces, twinkling eyes, and occasional head nods, in agreement with what the speaker said, were indicative of their level of involvement and enjoyment. In other words, they had tuned themselves to whatever the CEO was saying. However, midway through his speech, the CEO sensed that his speech was becoming a little too stretched, he cut short his speech and wished the vice-president all the good health and peace.

(a) What happened in the case mentioned above? Explain. **07**

(b) Did everybody receive the message the same way? Why? **07**

OR

Q.5 (a) How should a CEO approach his speech preparation for such preparation for such an occasion?
(b) How do Listening skills differ according to place, person, and time?
Explain in the context of the above situation.

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