

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 1 – EXAMINATION – WINTER 2018

Subject Code: 2810003**Date: 27/12/2018****Subject Name: Managerial Communication (MC)****Time: 10:30am to 1:30pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 Multiple Choice Questions** **6**
- (a)
- The following is (are) non-verbal communication
1. A. Facial Expression B. Appearance
C. Posture D. All of Above
- The handshake that conveys confidence is
2. A. Limp B. Firm
C. Loose D. Double
- Communication is the task of imparting
3. A. Training B. Information
C. Knowledge D. Message
- The trump card during _____ should be brought out at the crucial moment.
4. A. Interview B. Negotiation
C. Training D. Purchasing
- The following is the permanent records for business
5. A. Business Letters B. Ledgers
C. Production Reports D. All of them
- The _____ of business letter is called layout.
6. A. Body B. Content
C. Pattern D. All of Above
- Q.1 (b) Define following:** **04**
- a) Brevity
 - b) Correctness
 - c) Precise
 - d) Slang
- Q.1 (c) Explain the following:** **04**
- a) Kinesic Communication
 - b) Grapevine
 - c) Paralanguage
 - d) Encoding
- Q.2 (a) Define Communication. Explain Purpose and Elements of Communication.** **07**
- (b) Explain the importance of Organizational Communication if you were an owner of a company with 500 employees.** **07**

- (b) Prepare your CV for the post of Assistant Manager (HR/ Finance/ Marketing). **07**
- Q.3** (a) Explain Principles of Effective Writing. **07**
- (b) Write a Memo to an undisciplined employee about his loss of employment for his continued harassment towards female colleague **07**

OR

- Q.3** (a) Explain the characteristics of Non-Verbal Communication. **07**
- (b) Mention the contents of Report Writing along with brief explanation. **07**
- Q.4** (a) What is Negotiation, explain factors affecting Negotiation. **07**
- (b) Write a Business Letter to your supplier ordering the CNC machine for which you had requested quotation. **07**

OR

- Q.4** (a) Explain different types of Interviews. **07**
- (b) Explain Elements of a Presentation. **07**
- Q – 5** **Case Study** **14**

"I don't want to speak to you. Connect me to your boss in US", hissed the American on the phone. The young girl in the Bangalore call center tried to be as polite as she could. At another call center, another day, another young girl had a Londoner unleashing himself on her, "young lady does you know that because of you Indians, we are losing our jobs." The outsourcing backlash is getting ugly. Handling irate callers is the new brief for the young men and women taking calls at these outsourced job centers. Supervisors tell them to be "cool". Prajesh Jasani, managing partner of NEOIT, a leading US-based consultancy firm says, "Companies involved in outsourcing both in US and India are already getting a lot of hate mail against outsourcing and it is hardly surprising that some people should behave like this on telephone" Jasani says Indian call centers should train their operators how to handle such calls.

Indeed, the protest raised by the western media over job losses because of outsourcing has made ordinary citizens there sensitive to the fact that their calls are being taken not from their midst but in countries, such as India and Philippines. The angry outbursts the operators face border on the racist and sexist, says the manager of a call center in Hyderabad. But operators and senior executives of call centers refuse to go on record for fear of kicking up a controversy that might result in their companies' losing clients overseas.

"It's happening often enough and so let's face it," says a senior executive of a Gurgoan call center, adding, "this doesn't have any impact on business."

Questions:

1. Assume you are working in this call center as an operator in India and are receiving such irate calls from Americans and Londoners, how would you handle such calls?
2. "Keep your cool." What does this mean in terms of conversation control?

OR

Q.5

Case Study

14

Dear Sir,

Your letter of the 27th, with amount of 35,000/- on account, is to hand.

We note what you say as to the difficulty you experience in collecting your outstanding accounts, but we are compelled to remark that we do not think you are treating us with the consideration we have a right to expect.

It is true that small remittances have been forwarded from time to time, but the debit balance against you has been steadily increasing during the past eleven months until it now stands at the considerable total of Rs. 90,000/-. Having regard to the many years during which you have been a customer of this company and the, generally speaking, satisfactory character of your account, we are reluctant to resort to harsh measures.

We must, however, insist that the existing balance should be cleared off by regular installment of say Rs. 10,000/- per month, the first installment to reach us by 5th. In the meantime, you shall pay cash for all further goods; we are allowing 3% discount in lieu of credit.

We shall be glad to hear from you about this agreement, as otherwise we shall have no alternative but definitely to close your account and place the matter in other hands.

Yours Truly,

Question:

- 1 Comment on appropriateness of the sender's tone to a customer.
- 2 Rewrite the reply according to the principles of effective writing in business.
