

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 01– EXAMINATION – WINTER 2016

Subject Code: 2810003**Date: 03/01/2017****Subject Name: Managerial Communication****Time: 10:30 AM TO 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. Multiple Choice Questions**(6)****No.****1(a)****01 Communication difficulties that are caused by the words used are**

- A.** Communication barriers **B.** Semantic blockages
C. Interpretation problems **D.** Projections

02 An advantage of written communication is that it

- A.** Speeds up communication **B.** Directs the message where intended
C. Develops better employee relations **D.** Allows more careful consideration

03 The communication process involves all of the following except

- A.** Decoding **B.** Receiver
C. Noise **D.** Performing

04 When a listener follows the general gist of a message, he is engaging in

- A.** Active listening **B.** Passive Listening
C. Casual Listening **D.** Immediate listening

05 Lateral or diagonal exchange of messages with the work unit is

- A.** Vertical Communication **B.** Divisional Communication
C. Direct Communication **D.** Horizontal Communication

06 The main purpose of a group discussion is to measure:

- A.** Knowledge **B.** Personality
C. Leadership Skills **D.** Group Communication Skills

1(b) What are memos? Prepare a format of a memo. (4)**1(c) Describes the various types of meeting. (4)****2(a) What are 7 characteristics of effective communication? (7)****2(b) "Communication may fail due to some barriers, which may occur due to some definite causes." Discuss (7)**

OR

2(b) What is the role of non verbal communication from managerial point of view in a multinational company of your choice? (7)**3(a) What is paralanguage? Describe briefly the paralinguistic aspects. (7)****3(b) Explain the feature of a good listener and list out barriers in effective listening in a class room situation. (7)**

- 3(a) Differentiate between active and passive listening. (7)
- 3(b) Explain the possible causes for poor listening and how can it be improved to be a good listener? (7)
- 4(a) What is meeting manual? What should go in an agenda and minutes of meeting? (7)
- 4(b) Write a cover letter for the post of a marketing executive in a bank for marketing of internet banking products and services. (7)

OR

- 4(a) Write a resume for the post of a finance trainee in a multinational company (7)
- 4(b) Prepare a format of short business report for the event organized by your department for the promotion of a newly launched product. (7)
- 5 Sushma works in Infosoft Solutions Pvt Ltd. She works there as Project Leader. Occasionally her job demands coming early for her duties or stay till late evening hours. (14)

Once she was handling 2 projects simultaneously and on one such day she had convened a meeting with her team members regarding project delivery. She had called her team members at 08.00 hours.

Sushma is a disciplinarian and generally she follows duty timings strictly. Discipline starts with me, was her firm principle. She had made a habit of coming 5 minutes early at least. However, on that day she could not make meeting time of 08.00 hours and she was worried of her reputation could be at stake.

Time was 0805 and she reached main gate of her company. Hurriedly she swiped her card and rushed towards board room. That time few housemen were doing cleaning. One of the housemen had spread soap solution on the floor. Unaware of what is on the floor, she continued to rush to the board room. In hurry, Sushma slipped her foot. The floor was made of marbles and soap solution was sprinkled over it. The floor had become quite slippery. Sushma could not control her balance on the slippery floor and fell down. Slippery floor dragged her couple of feet further.

The impact was so strong that she wailed loudly. Her team members rushed to help her. Somehow she could get up with the help of her team members. Considering her wailing because of pain, she was taken to the hospital. In the hospital it was discovered that her hip bone was broken. Later she was immobile for about two months because of hip injury. Later in investigation, it was revealed that the houseman who was cleaning the floor had not put the display board "Caution: Floor is Wet".

Read the above case study carefully and find out the communication issues involved in it.

OR

- 5 Mark is an American living in Delhi and is meeting with Ajay, who is a government official that frequently deals with the public. Mark is interested (14)

in forming a partnership with Suresh, a local businessman with whom Ajay has worked in the past. Mark wants to know if Ajay thinks partnering with Suresh is a good idea.

Mark: Do you happen to know Suresh?

Ajay: Of course, I have worked closely with him on a number of projects over the past 10 years. I know him very well.

Mark: I was thinking about meeting him and seeing if there might be a possibility for collaboration. What do you think?

Ajay: Yes, you should meet with him, and you should also meet with others.

Mark: Thanks. Who else should I meet with?

Ajay: You know there are some girls who fall in love with a boy who is very popular, well dressed, and good looking. After they get married, they realize that they made a mistake because the boy has no substance. Other girls will look for a guy with good character – checking out his family situation and talking with his friends about him. When she gets married, she is much happier than the girl who married the popular guy.

Reflection:

- **Should Mark meet with Suresh? Why or why not?**
- **Why does Mark ask about other people to meet with?**
- **Why does Ajay talk about a hypothetical marriage?**
