

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER (1) – EXAMINATION – SUMMER 2018****Subject Code: 2810003****Date:03/05/2018****Subject Name: Managerial Communication (MC)****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.

- | <b>Q. No.</b>  |  | <b>6</b>  |
|----------------|--|-----------|
| <b>Q.1 (a)</b> | The process through which the symbols of a message are translated into a form that the receiver can understand is called                                 |           |
| 1.             | A. decoding<br>B. encoding<br>C. expanding<br>D. feedback  |           |
|                | The study of communication through touch is  |           |
| 2.             | A. chronemics<br>B. haptics<br>C. proxemics<br>D. semantics  |           |
|                | Appeals and representations are used in _____ communication  |           |
| 3.             | A. horizontal<br>B. downward<br>C. upward<br>D. grapevine  |           |
|                | The formal greeting with which a business letter begins is called  |           |
| 4.             | A. reference<br>B. subject<br>C. salutation<br>D. Body copy  |           |
|                | Form letters are also known as   |           |
| 5.             | A. Circular letters<br>B. Formal letters<br>C. Bad newsletters<br>D. Persuasive sales letters  |           |
|                | A memorandum(memo) is considered a brief form of written communication for   |           |
| 6.             | A. Internal use<br>B. External use<br>C. Formal use<br>D. Legal use  |           |
| <b>Q.1 (b)</b> | a). Differentiate between Interpersonal communication and Intrapersonal communication.   | <b>04</b> |
|                | b) Differentiate between 'agenda' and 'minutes of meeting.'  |           |
|                | c) Define Para linguistics.  |           |
|                | d) Differentiate between hearing and listening.  |           |
| <b>Q.1 (c)</b> | What are the seven C's of communication?   | <b>04</b> |
| <b>Q.2 (a)</b> | Explain the process of communication discussing the various Components of Communication. And explain how feedback is important in communication process. | <b>07</b> |
| <b>Q.2 (b)</b> | What are the barriers to communication? Discuss the guidelines for overcoming these barriers?  | <b>07</b> |
| <b>OR</b>      |  |           |
| <b>Q.3 (b)</b> | Draft a memo to the staff of Dharti Industries on how to adhere to time-frame for execution of their work  | <b>07</b> |
| <b>Q.3 (a)</b> | Discuss the parts of a Report in brief along with their functions.   | <b>07</b> |
| <b>Q.3 (b)</b> | You are the Marketing Manager of your company. You need to inform your sales team regarding the upcoming promotional event of new                        | <b>07</b> |

product. Draft an e-mail containing all the information to be given for the same.

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**OR**

- Q.3** (a) Being a fresh M.B.A graduate , you are looking for a suitable opportunity. Prepare a job application for the position of Management Trainee at ABC Ltd. **07**
- (b) Discuss role of Non-Verbal Communication and its importance. **07**
- Q.4** (a) Explain the listening process in detail. Also mention the qualities of an active listener. **07**
- (b) Being a Research and Development Manager what steps will you consider before preparing for your presentation for the Annual Meeting. **07**

**OR**

- Q.4** (a) Behavioural issues have become important in the present context of organizations since most of the employees are supposed to work in teams . Because of this , behavioural interviewing has taken a front seat. What is behavioural interview and how is the behaviour of a candidate really tested ? **07**
- (b) Discuss guidelines to make a meeting effective. **07**

- Q.5 Case study 14**

Barry is a 27-year old who is a foodservice manager at a casual dining restaurant. Barry is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language.

Barry tries his best to keep up with food safety issues in the kitchen but he admits it's not easy. Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and handwashing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of Barry in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely.

One day Barry comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing, especially after working on his car last evening. When he walks into the kitchen he notices several trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting at room temperature for quite some time. Barry is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety.

Barry has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they

start so that they can keep food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

- A. What are the communication challenges and barriers Barry faces?
- B. What solutions might Barry consider in addressing each of these challenges and barriers?

**OR**

**Q.5**

Mr. and Mrs. Basu went to Woodland's apparel section to buy a pullover. Mr. Basu did not read the price tag on the piece he had selected. While making the payment, he asked for the price at the counter. The answer was "Rs.950" meanwhile Mrs. Basu who was still shopping, came back and joined her husband. She was glad that he had selected a nice pullover for himself. She pointed out that there was a 25 percent discount on that item. The person at the billing counter nodded in agreement. Mr. Basu was thrilled to hear that "that means the price of pullover is just Rs. 645 that's fantastic," said Mr. Basu. He decided to buy another pullover in green.

**14**

In no time, he returned with the second pullover and asked the salesperson to pack both. When he reached the cash memo for payment, he was astonished to find that he had to pay Rs. 1,900 and not Rs. 1,290 as he had expected.

Mr. Basu could hardly reconcile himself to the fact that the sales person had first quoted the discounted price that is Rs. 950. but original price printed on the price tag was Rs. 1,225.

- A. Identify the three sources of Mr. Basu's information about the price of the pullover.
- B. Who is to blame for this communication gap? Why?

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