

Code No. 2017

**FACULTY OF MANAGEMENT**  
**M.B.A. III - Semester Examination, December 2014**

**Subject: Managerial Communication**  
**Course No. 3.3**

**Time : 3 Hours****Max. Marks: 80**

**Note: Answer all the questions.**  
**Part – A (10 x 2 = 20 Marks)**

- 1 Write short notes on the following:
- (a) Principles of feedback
  - (b) Barriers of communication
  - (c) Non verbal communication
  - (d) Negotiations
  - (e) Persuasive speaking
  - (f) Report writing
  - (g) Drafting Letters
  - (h) Business Letters
  - (i) Investor relations
  - (j) Crisis Communication

**Part – B (5 x 12 = 60 Marks)**

- 2 (a) Describe the importance of feed back in managerial communication.  
**OR**  
(b) Discuss on improving listening competence.
- 3 (a) Describe the characteristics of non-verbal communication and explain the types and functions of non-verbal communication.  
**OR**  
(b) Explain preparing for and conductivity negotiations.
- 4 (a) Describe the effective presentation strategies in managerial communications.  
**OR**  
(b) Explain the steps involved in making presentation.
- 5 (a) Define resume drafting. Explain an effective resume drafting.  
**OR**  
(b) Describe an effective business correspondence.
- 6 (a) Explain ways and means of managing governing power.  
**OR**  
(b) Discuss on building better relations with media.

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