

FACULTY OF MANAGEMENT**M.B.A. III-Semester Examination, December 2015****Subject: Managerial Communication****Course No : 3.3****Time : 3 Hours****Max. Marks: 80****Note: Answer ALL the questions.****Part – A (10x2=20 Marks)
(Short Answer Type)**

- 1 Write short notes on the following.
- (a) Listening Competence
 - (b) Public Speaking
 - (c) Informal Communication
 - (d) Resume
 - (e) Committees
 - (f) Business enquiry
 - (g) Media
 - (h) Government relations
 - (i) Business Letter
 - (j) Symbols and Signs

**Part – B (5x12=60 Marks)
(Essay Answer Type)**

- 2 (a) Write about gateways for effective communication.
OR
(b) What are the basic principles of feedback?
- 3 (a) How to prepare for negotiations? Explain.
OR
(b) Explain the functions of non-verbal communication.
- 4 (a) Describe the nonverbal dimensions of presentations.
OR
(b) Draft a specimen letter to put an order and also give reply to that letter on your own.
- 5 (a) What is meant by persuasive speaking? Explain its significance.
OR
(b) Explain the essentials of a good report writing.
- 6 (a) What are the various ways to manage governing power?
OR
(b) Explain about Do's and Don't's of crisis communication.
