

Code No. 9097

FACULTY OF MANAGEMENT**MBA III – Semester Examination, May / June 2017****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) Characteristics of written communication
- b) Assertive response
- c) Steps in negotiation
- d) Impromptu speaking
- e) Commemorative speeches
- f) Persuasive speaking
- g) Curriculum vitae
- h) Characteristics of business report
- i) Investor relations
- j) Crisis management

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

- 2 a) Explain the role of communication in achieving the organizational objectives.

OR

- b) Explain the listening process. Also discuss why listening is important.

- 3 a) Describe the functions of non verbal communication.

OR

- b) Define negotiation and explain the stages in preparation and conducting the negotiations.

- 4 a) Explain the methods of making the presentation effective.

OR

- b) Critically evaluate various non-verbal dimensions of presentations.

- 5 a) Explain the types of reports.

OR

- b) What are Resumes? What aspects should be placed in resume to make it more effective?

- 6 a) What are the essentials for building better relations with media?

OR

- b) Discuss in detail various means and ways of managing governing power.
