

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 1– EXAMINATION – SUMMER 2019**

**Subject Code: 3519203****Date: 17/05/2019****Subject Name: Managerial Communication****Time: 02:30 PM To 05:30 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>Marks</b>
<b>Q.1</b>	Define the following terms in context to business communication. (a) Emotional intelligence (b) Brain storming (c) Interpersonal communication. (d) Verbal communication. (e) Non verbal communication. (f) Pitch (g) Virtual Team	<b>14</b>
<b>Q.2</b>	(a) Use the communication process model and describe a personal experience in which you failed to achieve your objectives owing to ineffective communication.	<b>07</b>
	(b) Discuss how communication plays a critical role in the progress and growth of an organization.	<b>07</b>
<b>OR</b>		
	(b) Differentiate between the qualities of good and poor listeners.	<b>07</b>
<b>Q.3</b>	(a) As a manager, what communication skills do you need to have if you had to counsel a subordinate who is known for creating trouble ? what outcomes would you hope to achieve with the skills ?	<b>07</b>
	(b) Discuss the role of leaders at business meetings. How can he or she facilitate participation of members ?	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) The following sentence is vague and does not in any way establish the credibility of the product: “ Our product has won several prizes”. Explain what’s the reason for the vagueness of the statement. Write at least five concrete facts about the prizes won that will lend greater credibility to the product.	<b>07</b>
	(b) “They say that communicating through the email can be dangerous”. Explain your stance toward the statement.	<b>07</b>
<b>Q.4</b>	(a) You have to prepare for a job interview that will be conducted through video conference mode. How will you prepare for it ?	<b>07</b>
	(b) Write a letter to your professor requesting a general recommendation letter; which you plan to use at places where you have to establish your academic credentials. You want the professor to showcase your achievements during the period you undertook a postgraduate business	<b>07</b>

management course from the prestigious institution. It is about five years since you have left college, and though you are in touch with your professor; you are not sure if he remembers everything about you. Explain what contents you would like to include in the request letter and what pitch you will take and then write a letter.

**OR**

- Q.4** (a) Explain in detail how to overcome the different barriers of communication. **07**  
(b) Briefly explain the strategies for an effective business presentation. **07**

**Q.5** **This is a part of the letter you have received from the Resident welfare Association (RWA) of your colony.**

Dear tenants and house owners

We have a lot of complaints about noise being made especially during night. The loud music that you play at parties and community events on the loudspeakers upsets old people in the colony and there are many such people. Youngsters also drive around in cars with blaring music spoiling the serenity of the colony. People have threatened to call the police next time there in such kind of noise disturbance. Please do the needful

- (a) Evaluate the above letter from the point of view of effectiveness. **07**  
(b) Do you think the readers will comply with the request made ? Explain why? **07**

**OR**

- Q.5** (a) Concreteness and clarity are among the 7 C's of communication. Comment the above letter in context to Concreteness and clarity. **07**  
(b) Rewrite the above letter so that it meets its objectives of complying with loud music. **07**

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