

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 1 – EXAMINATION – WINTER 2018

Subject Code: 3519203**Date: 27/12/2018****Subject Name: Managerial Communication (MC)****Time: 10:30 A.M – 01:30 P.M****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.No.		Marks
Q.1	Define the following terms: (a) Haptics (b) Oculistics (c) Extemporaneous (d) Emblems (e) Dyadic Communication (f) Minutes (g) Agenda	14
Q.2	(a) What is paralanguage? Describe briefly the paralinguistic aspects. (b) Assume that you are executive of a Multinational Company. You are about to take telephone interview for a candidate suitable for your company. How will you conduct this interview?	07 07
OR		
	(b) Draft an application in response to the following, advertisement: Wanted sales Representative, Willing to travel extensively to sell our new Detergent in Ahmedabad and Kheda Districts. Salary Commensurate with qualifications and experience. Write an application without resume.	07
Q.3	(a) Discuss different important strategies to improve Oral presentations. (b) You live in a small university town. Last week, you drove to a big city about two hours away to buy a new laptop at a good price. You worked on the laptop all week and finished writing a long assignment that is due shortly. However, this week, the laptop doesn't even switch on. Write to the store. In your letter: <ul style="list-style-type: none"> • Tell the store where you live & what happened • Explain the problem with the laptop • State what action you would like the store to take 	07 07
OR		
Q.3	(a) Explain the main reasons for stage fear and illustrate the strategies to overcome stage fear. (b) Assume the role of a mid-level manager of a small company. The CEO, Rachael Barker, wants your views on a new computer network she is considering. The current network is adequate, but the new one will provide much greater capabilities for managing files, word processing, and accessing the database. Write a one-page memo in which you list (1) the key factors that you	07 07

believe must be taken into account in making the decision, and (2) the trade-offs that must be considered.

3. Write a brief memo, responding to this one:

- Q.4** (a) Discuss seven C's of effective communication. **07**
(b) Working as a marketing manager of leading mobile phone manufacturing company, write a formal report to your company's marketing vice-president on the reasons you have investigated for the sudden fall in demand for your products in Indian market during last three months. You may assume the necessary information. **07**

OR

- Q.4** (a) Explain the possible causes for poor listening and how can it be improved to be a good listener? **07**
(b) "Public Speaking requires special skills". Comment. There are several activities involved in preparing for a Public Speech. Enumerate those activities. **07**

Q.5 CASE STUDY: The Farewell Speech

The vice-president of a company was being given a farewell by the employees with whom he had worked for more than 25 years. Camaraderie, reflections, sharing of thoughts and memories, lots of wine, and plenty of food could sum up the mood of the party. The CEO walked in to join the party and he was soon requested to deliver a short speech looking at the mood and the spirit of the occasion. The CEO, an eloquent speaker, stood up and delivered a great speech, marked with touches of gentle humour, about life after retirement, what the vice president meant to the company and to him personally, how he had reached such heights and yet never compromised his values, and that his exit would be a difficult space to fill in. As the CEO spoke, all eyes were fixed on him. Most employees were serious, watchful, and paying full attention. Some were clearly indifferent.

A few proactive listeners, however, enjoyed every bit of what the CEO said which was quite evident from their body language. Their smiling faces, twinkling eyes, and occasional head nods, in agreement with what the speaker said, were indicative of their level of involvement and enjoyment. In other words, they had tuned themselves to whatever the CEO was saying. However, midway through his speech, the CEO sensed that his speech was becoming a little too stretched, he cut short his speech and wished the vice-president all the good health and peace.

- (a) What happened in the case mentioned above? Explain. **07**
(b) Did everybody receive the message the same way? Why? **07**

OR

- Q.5** (a) How should a CEO approach his speech preparation for such preparation for such an occasion? **07**
(b) How do Listening skills differ according to place, person, and time? Explain in the context of the above situation. **07**
