

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER -I–EXAMINATION – WINTER 2021

Subject Code:1519501**Date: 11-03-2022****Subject Name: Managerial Communication****Time:10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

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

- Q-1** Explain the following: **14**
- 1 Dyadic Communication
 - 2 Draw four signs of Non-Verbal Communication
 - 3 Features of Good Listener
 - 4 Write the Components of Report Writing
 - 5 Write the Definition of E-mail
 - 6 What AIDA stands for?
 - 7 Define: Emotional Intelligence
- Q-2** (a) Buying a groceries from ABC market is a big headache. I have not been there since a month but they inaugurated their shop five year ago. The store is a bis mass and quotes are to high. **07**
- The above statements have many mistakes in it. Apply suitable Seven C's communication to rectify it.
- (b) I, the leader of war facing country require your support to end war and make this word a peaceful place to live. As you know that our country has face major loss in all terms, so I need your support to tell them to stop the war. I want all of you to involve in this matter and support your neighboring country lead towards the peace. I really appreciate your support in this matter. **07**
- Re-write the above paragraph in non-gender term
- OR**
- (b) Who do you think is a good orator in our country? Discuss his communication skills. **07**
- Q-3** (a) Write a letter to our real heroes (Farmers & Soldiers BOTH) thanking them to make our life easy with their tremendous efforts and support. **07**
- (b) Make your resume for the Job of Sales Executive in One of the Leading Bank. **07**
- OR**
- Q-3** (a) Write a Letter report on success of COVID – 19 treatments at Government Hospitals in Gujarat. **07**
- (b) You have invited a Spiritual Guru at your Institute to talk on "Power of Mind". Write a VOTE OF THANK to him with minimum 150 words. **07**
- Q-4** (a) "With the overuse of social media and various digital platform, our listening skills is becoming poorer day by day." Describe this statement with valid argument. **07**
- (b) Why Negotiation Skills are important in Business Communication? **07**
- OR**

- Q-4** (a) Discuss the Legal Aspects of Business Communication. **07**
(b) Write a letter to Chief Minister of the Gujarat to share your expectation from his administration regarding the FIVE issues of your choice. **07**

Q-5 A historian has said this about Gen. George A. Custer: "Generals who led men were rare; generals who won battles were rarer. It is no wonder that he was idolized from President Lincoln down. All the world loves a winner." On June 26, 1874, Custer's 261 soldiers were killed at the Battle of the Little Bighorn. Another historian asks, "Was Custer a hero or a fool?"

On February 27, 1991, the allied coalition forces of Operation Desert Storm led by Gen. H. Norman Schwarzkopf overcame the Iraqi armies of Saddam Hussein in a victory that quickly became known to the world as "The 100-Hour War." Shortly before the war, Schwarzkopf was quoted as saying, "I told my family that during the first month of any military campaign, the guy in charge is a hero, and it's downhill after that."

We don't normally think of military leaders as managers, but they are responsible for the actions of numerous subordinates in critical times. They must be effective communicators to carry out this mission. Generals Custer and Schwarzkopf are mentioned here because they help demonstrate the differences in managerial communication that have occurred during the past 120 years.

General Custer led his 261 men on horseback in southeastern Montana. Compare this with General Schwarzkopf as you think about him stepping quickly toward the podium in a fourth-floor ballroom at the Hyatt Regency Hotel in Riyadh to address 200 reporters from around the world. No doubt these two managers had different communication support systems, but they also had different responsibilities. General Custer was managing an operation of 261 horse soldiers. Schwarzkopf was coordinating a half-million-strong international military force including the U.S. Air Force, Navy, and Army as well as the first Tank Division of the United Kingdom and corps from Egypt, Saudi Arabia, and France.

What a difference! But in some ways their training was quite similar. Both were educated at West Point, went through army war colleges at Fort Leavenworth, were stationed at Fort Riley and had frontline battle experience. Both had experienced defeat and victory.

- (a) Compare the management communication systems of these two managers. How are the basics similar? **07**
(b) Which of the two managers required more advanced training in management communication? Why? **07**

OR

- (a) From Seven Cs' of communication according to you which are the four Cs' which will play crucial role. **07**
(b) Explain the importance and which of Non – verbal communication skill set required by both of managers. **07**
