

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA– SEMESTER –I–EXAMINATION – WINTER-2023**

**Subject Code:1519501****Date: 11-01-2024****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1 Define the following terms: 14**
- (a) Critical Listening
  - (b) Oculistics
  - (c) Emotional Intelligence
  - (d) Video conference
  - (e) Kinesthetic speaker
  - (f) Proxemics
  - (g) Non-verbal communication
- Q.2 (a) Define Communication. Explain the various stages in communication process with its components. 07**
- (b) Samir has been hired as an executive of a reputed company. His manager has instructed him to deliver a presentation on the upcoming project in front of the board members of the company. What kind of body language he should follow while giving the presentation? Explain. 07**
- OR**
- (b) Define Listening. Explain the features of a good listener. 07**
- Q.3 (a) Define Paralanguage. Explain briefly the various paralinguistic aspects. 07**
- (b) “Public Speaking requires special skills”. Justify. There are several activities involved in preparing for a Public Speech. Enumerate those activities. 07**
- OR**
- Q.3 (a) Write a brief note on 7 characteristics of effective communication. 07**
- (b) Assume that you are a director of an educational institution. Due to change of regulations this year, you are cancelling admissions of outside the state candidate’s. Write an email to these candidates explaining your inability and still maintaining your goodwill. 07**
- Q.4 (a) Explain the different etiquettes one should follow while using different types of social media. 07**
- (b) Explain the role of Non-verbal communication and its importance. 07**

**OR**

- Q.4** (a) What are the barriers to communication? Explain the guidelines for overcoming these barriers? **07**
- (b) Write a brief note on Legal aspects of business communication. **07**

**Q.5** **CASE STUDY:**

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**

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