

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

Subject Code:1519603**Date: 16-01-2024****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: 14**
1. Kinesics
 2. Technical Articles
 3. Memos
 4. Critical Listening
 5. Posture
 6. Non-Verbal Communication
 7. Proxemics
- Q. 2 (a) Define Communication. Explain the various forms of communication and its importance. 7**
- Q. 2 (b) Write a brief note on the Communication Network of the Organization. 7**
- OR**
- Q. 2 (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. 7**
- Q. 3 (a) Write a short note on the various types of Listening. 7**
- Q. 3 (b) What do you understand by the term "Business Letters". Compare and Contrast written communication with Oral Communication. 7**
- OR**
- Q. 3 (a) 'No communication process is completed without the feedback.' – Explain the statement with the process. 7**
- Q. 3 (b) What are the points you will take care while handling a business telephone call? 7**
- Q. 4 (a) Write a brief note on attributes of Personality Building. 7**
- Q. 4 (b) Explain briefly the various types of Managerial Speeches with suitable examples. 7**
- OR**
- Q. 4 (a) Write a short note on various types of Reports. 7**
- Q. 4 (b) Write a short note on Legal Aspects of Business Communication. 7**

Q.5

Case Study:

Charisma Corporation

Charisma Corporation (CC) has recently embarked on a new kind of training. The corporation is teaching many of its employees-especially those in the marketing and sales-to make decisions on the basis of non-verbal communication cues. For Malini Varma, Vice-President of CC, focusing on non-verbal communications has become an important part of her interpersonal dealings. Several years ago, Varma became interested in how body movements and mannerisms truly reflect what an individual is saying. Continuously reading in this area of study, Varma has been able to take decisions about potential employees and potential customers by ‘reading’ them. For example, Varma believes that body language can give a person competitive advantage. It can make a difference while closing a deal or, as in CC’s case, while hiring employees.

For example, during interviews, Malini pays constant attention to the job candidate’s eye movements and mannerisms. She believes that she can correctly predict if the candidate will be an aggressive sales person while simultaneously being personable and friendly. How does she do this? She does this by looking at their eyes and the way they present themselves. In one case, the hiring decision came down to two people. The first person was animated and made constant eye contact. The second candidate never looked Malini in the eye, leaned back in his/her chair, and crossed both his legs and arms. The first candidate demonstrated the communication skills that Varma thought aligned with successful performance in her organization. Malini Varma is convinced that communication skills play a significant role in helping her organization achieve its annual sales goals. Personally, she has found that it has helped her ‘quality’ customers. For instance, even when a potential customer says, ‘Yes’, with his/her arms and legs crossed emphatically, it means to state, ‘No!’ Understanding this, Varma is in a better position to probe further into the possible objections the customer has. She has found that, in many cases, she is able to steer the conversations in a direction that ultimately leads to successfully closing a sale. And that is a major competitive advantage.

Q.5. (a) Describe the communication process that Malini Varma uses in her dealings with candidates and employees. **7**

Q.5. (b) What problem might Varma encounter by her heavy reliance on nonverbal communications? **7**

OR

Q.5. (a) What communication guidance would you give to Varma and individuals like her who place an inordinately high value on body language? Explain your position. **7**

Q.5. (b) Is there any kind of miscommunication in this case? Please justify. **7**
