

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-I-EXAMINATION-WINTER-2025

Subject Code: 4519203

Date: 19/01/2026

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. No.	Question Text and Description	Marks
Q.1	Explain the following terms: 1. Gesture 2. Non-verbal Communication 3. Impromptu 4. Emotional intelligence 5. Informative listening 6. Business Memo 7. Paralanguage	14
Q.2	(a) Define the term 'Communication' and bring out the difference between oral and written communication with the help of practical illustrations.	07
	(b) You are an integral part of the communication system in your organization. Demonstrate the measures you would take to overcome the barriers in communication.	07
	OR	
	(b) Elaborate fully the types of managerial speeches	07
Q.3	(a) 'It is said that good listener carries the potential to be a good speaker'. Justify the statement by discussing the features of a good listener.	07
	(b) Emotional intelligence has gained great importance in recent times. How would you develop and evaluate emotional intelligence at your work place?	07
	OR	
Q.3	(a) Give the meaning of 'Stage fright'. What are the strategies that can be employed for removing stage fright?	07
	(b) Describe your understanding for the various types of letters with suitable examples.	07
Q.4	(a) Do you think that the legal aspects of business communication need to be understood thoroughly? Support your view by discussing the legal aspects of business communication.	07
	(b) PRB Company Ltd., the known Pharmaceutical Company organized an event to promote their new product line which was specially targeting on launching the skin care ointment. Draft a brief report to present it to the management.	07
	OR	

- Q.4** (a) Explain as to how power point presentation can be used effectively in oral presentation. **07**
- (b) Draft the formal E-mail to the employees in your department regarding the meeting being postponed for the due reasons. You are required to mention hypothetical agenda and the reasons for postponing the meeting. **07**

Q.5 CASE STUDY: Facial expressions and Gestures matters

Mrs. Reddy, being the HR Manager of VRB Ltd., scheduled the meeting of junior executives to make the employees aware about the Artificial Intelligence and its efficient use in daily administrative tasks to more efficiently. The employees entered the hall as per the schedule and the meeting was started at the said time. Mrs. Reddy welcomed the attendees and announced the agenda for the meeting. The précised power point presentation on ‘The use of AI in the HR department’ was started by Mr.Velekar. The junior executives attentively noted down the significant learnings and were eager to discuss the issues that they are likely to face at the end of the presentation. Abruptly, in the mid of the meeting, Mr. Banerjee, one of the senior HR executive entered the meeting hall and settled himself in the vacant place meant for him. One of his colleagues Ms. Smith reacted his arrival with her facial expressions. This gesture of hers was not accepted by Mr. Banerjee and he interrupted the meeting for having been given such an expression. Ms. Smith attempted to justify herself. But the situation turned out into a conflict. Mrs. Reddy, too, put her effort to resolve the situation.

Analyze the case by answering g the following questions:

- (a) Do you think that facial expressions of Ms. Smith really matters in such an official gathering? **07**
- (b) What you think could have been the reaction of Mr. Banerjee? **07**
- OR**
- (a) Do you feel that interpretations of facial expressions can be different according to the person’s perception? **07**
- (b) Write your understanding to resolve the issue, if you consider Ms. Smith responsible for this situation? **07**
