

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER- I EXAMINATION – WINTER 2019

Subject Code: 4519203**Date: 30-12-2019****Subject Name: Managerial Communication****Time: 10:30 AM TO 1.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.

Q.1	Explain the following terms: (a) Kinesics Communication (b) Grapevine (c) Empathetic Listening (d) Impromptu speech (e) Dyadic Communication (f) Exit Interview (g) Haptics	14
Q.2	(a) Discuss how information flows in an organization.	07
	(b) Discuss the process of communication.	07
	OR	
	(b) Discuss the barriers to communication and the strategies to overcome them.	07
Q.3	(a) Which purposes are satisfied through Listening? What are the features of a good listener?	07
	(b) Write a note on types of Listening.	07
	OR	
Q.3	(a) What Strategies you will employ for removing stage fright?	07
	(b) Draft an application letter with your resume in reply to an advertisement in The Times of India dated September 28 th 2018 for the position of sales manager for an MNC to sell their latest model of I pads in various cities in India. Assume your name to be Mr. Chintan.	07
Q.4	(a) You are Manager, Operation of M/S Fegasus Food Pvt. Ltd. You are required to give a presentation to the Board of Directors on the sales forecast for future years. Discuss the steps you would consider for preparing and delivering this.	07
	(b) Define Negotiation and explain the various approaches to negotiations.	07
	OR	
Q.4	(a) Discuss the technology oriented communication tools available to the organizations and their benefits.	07

3. Figures to the right indicate full marks.

	(b)	“When you lack confidence on a situation your body language will shout out to others that you are unsure of yourself!”. Discuss some of the ways in which your body language will betray your lack of confidence.	07
Q.5		<p>CASE STUDY:</p> <p><i>Bruce, a research chemist for a major petro-chemical company, wrote a dense report about some new compounds he had synthesized in the laboratory from oil-refining by-products. The bulk of the report consisted of tables listing their chemical and physical properties, diagrams of their molecular structure, chemical formulas and computer printouts of toxicity tests. Buried at the end of the report was a casual speculation that one of the compounds might be a particularly effective insecticide.</i></p> <p><i>Seven years later, the same oil company launched a major research program to find more effective but environmentally safe insecticides. After six months of research, someone uncovered Bruce’s report and his toxicity tests. A few hours of further testing confirmed that one of Bruce’s compounds was the safe, economical insecticide they had been looking for.</i></p> <p><i>Bruce had since left the company, because he felt that the importance of his research was not being appreciated.</i></p>	
	(a)	Do you think that communication was a reason behind Bruce’s dissatisfaction? If yes, justify.	07
	(b)	What mistake Bruce committed?	07
		OR	
Q.5	(a)	Do you find any communication problem in the given case study?	07
	(b)	If you had been at Bruce’s place, how you would have prepared the Report?	07

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