

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

Subject Code:4519203**Date: 16/03/2022****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** Define terms with practical example. **14**
- (a) External Communication (b) Semantic Barriers
(c) Technical Jargon (d) Conciseness
(e) Empathetic Listening (f) Emotional Intelligence,
(g) Persuasive Communication
- Q.2** (a) Business organizations today are becoming more technology oriented and socially connected. Discuss evolution that Managerial Communication is going through and its importance in the changing times. **07**
- (b) If you are an executive of the reputed Hotel and your senior instructed you to deliver a presentation on the upcoming project in front of the investors and board members. Which types of 7 C's awareness require for communication that makes you an effective communicator. **07**
- OR**
- (b) You are working in a MNC firm. One new employee has recently joined the firm. Your boss has assigned her a task of giving presentation. She is scared and asks for your help. Suggest her suitable strategies for overcoming her stage fear. **07**
- Q.3** (a) Discuss the various types Communication. **07**
- (b) If you are attending a seminar of a good speaker in your college and barriers comes around you for listening but you have to focus on listening so describe various types of listening and discuss features of good listener. **07**
- OR**
- Q.3** (a) Explain the six component of Communications process and describe a personal experience as an employee where you effectively used it. **07**
- (b) If you receive a call from your very important business person, which telephone etiquettes you will follow while handling a business call? **07**
- Q.4** (a) What do you speak in an interview is not as important as how you speak, your overall behavior and body language, facial expression during the interview has become more important now. Discuss the statement what comes under that. **07**
- (b) Suppose You are sales manager of reputed Infrastructure company. Your company has recently launched a new project for abroad. You are planning to hold conference for customer, investors and news channel of your area to inform them about this scheme. Write steps to effectively manage this conference. **07**

OR

Q.4 (a) Discuss different types of business letter format used in business and different types of letter used in daily Business life. **07**

(b) You are a fresh MBA graduate and you are looking for a suitable opportunity. Prepare resume and job application for the position of management trainee at XYZ Co. Ltd. **07**

Q.5 CASE STUDY: Win-Win Consultancy

Win-Win Consultancy 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 Aishwariya, Vice-President of WWC, focusing on non-verbal communications has become an important part of her inter-personal dealings. Several years ago, she became interested in how body movements and mannerisms truly reflect what an individual is saying. Continuously reading in this area of study, she has been able to take decisions about potential employees and potential customers by 'reading' them.

For example, she believes that body language can give a person competitive advantage. It can make a difference while closing a deal or, as in WWC's case, while hiring employees. For example, during interviews, she 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 her in the eye, leaned back in his/her chair, and crossed both his legs and arms. The first candidate demonstrated the communication skills that she thought aligned with successful performance in her organization. Aishwariya 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, She is in a better position to probe further into the possible objections the customers 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.

(a) Describe the communication process that Aishwariya uses in her dealings with candidates and employees. **07**

(b) What problem might Aishwariya encounter by her heavy reliance on non-verbal communications? **07**

OR

Q.5 (a) What communication guidance would you give to Aishwariya and individuals like her who place an inordinately high value on body language? Explain your position. **07**

(b) If you are candidate than which type of non-verbal matter keep in mind while giving interview? **07**
