

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER – I - EXAMINATION – SUMMER 2022

Subject Code: 4519203**Date: 01/08/2022****Subject Name: Managerial Communication****Time: 02:30 PM TO 05:30 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** Explain the meaning of the following terms. **14**
- (a) Proxemics
 - (b) Gesture
 - (c) Grapevine
 - (d) Listening
 - (e) Paralanguage
 - (f) Stage fright
 - (g) Non-verbal Communication
- Q.2** (a) What is Communication? Explain the process of communication through a diagram depicting the essential components of the process. **07**
- (b) Do you give importance to peoples' appearance? What impressions do you develop when you meet two strangers at a dinner organized by the vice president of your company at his/her house-one dressed casually and the other is in formals? **07**
- OR**
- (b) What is Facial Expressions? Name and explain the four categories of facial expressions that we observe during our communication with others. **07**
- Q.3** (a) Explain Seven C's of effective communication. **07**
- (b) Your company is considering a proposal to make an in-house canteen for office employees. Your office has around 100 employees. Make a report to give an estimate of the area, manpower, and money required to set-up and run the canteen. **07**
- OR**
- Q.3** (a) What does listening mean? Explain the process of listening in detail. **07**
- (b) Write a letter to your customer who has neither settled his account nor given any reply to your reminders. Inquire sympathetically whether he is in any difficulty and suggest payment by installments. **07**
- Q.4** (a) What is meant by Business Letters ? Explain layout of a business letter. **07**

- (b) Speedwell industries Ltd. has observed that a sizeable number of employees take leave on certain occasions such as mega music event, cricket matches, and international film festivals. You as the Vice President, HR, feel that this effects the smooth functioning of the industry and tells upon the efficiency of the organization. Appealing to the Divisional Heads of your organization to take suitable action to prevent such mass absenteeism, draft a memo and mark a copy of the same to your Managing Director. **07**

OR

- Q.4** (a) What is Emotional Intelligence? Explain various attributes of Emotional Intelligence in detail. **07**
- (b) What is meant by Video Conferencing? Explain Video Conferencing etiquette. **07**

Q.5 The Farewell Speech

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 to 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 an occasion? **07**
- (b) How do listening skills differ according to place, person, and time? Explain in the context of the above situation. **07**
