

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER –I-EXAMINATION – WINTER-2022**

**Subject Code: 4519203**

**Date: 23/02/2023**

**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 Test and Description	Marks
Q.1	<b>Explain the terms:</b> (a) Dyadic communication (b) Impromptu Speech (c) Oculistics (d) Vocalics (e) Paralanguage (f) Posture (g) Kinesics	14
Q.2	(a) Discuss the types of Managerial Speeches.	07
	(b) The flow of Information and instructions is very complex in any organization. Do you agree that grapevine communication cannot be eliminated from organizations if yes then what should be the manager's role control the grapevine communication.	07
	<b>OR</b>	
	(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
Q.3	(a) What strategies you will follow for effective oral delivery of a presentation?	07
	(b) A big financial corporate has advertised vacancies for Marketing Executives/Financial Analysts//HR Executives. In accordance with the designation, you have to apply for, draft a Job application (cover letter) addressed to the HR Manager which talks about your profile, interests, capabilities and strengths precisely.	07

**OR**

- Q.3** (a) What are the points you will take care while handling a business telephone call? **07**
- (b) What is Emotional Intelligence? Explain various attributes of Emotional Intelligence in detail. **07**

- Q.4** (a) Explain the etiquettes of Video conferencing. Discuss strategies for removing stage freight. **07**
- (b) Mr. X had received 15 working machines from SPS dealers Surat Gujarat. Out of which 5 machines were damaged. Draft a complaint letter asking for favorable reply. **07**

**OR**

- Q.4** (a) What are Facial Expressions? Name and explain the four categories of facial expressions that we observe during our communication with others. **07**
- (b) You are a project manager of a multi-national company thinking of starting a manufacturing unit in your area. Prepare a positive or negative report of your area feasibility to be sent to the corporate head. **07**

**Q.5 CASE STUDY:**

Mr. and Mrs. Basu went to woodlands apparel to buy a pullover. Mr. Basu did not read the price tag on the piece selected by him. At the counter, while making the payment, he asked for the price. Rs. 950 was the answer. Meanwhile, Mrs. Basu who was still shopping came back and joined him. Looking the pullover tag, she pointed out that, there was 25% discount on it. Mr. Basu was thrilled to hear that. "It means the price of this pullover is just Rs. 712". Said Mr. Basu.

He decided to buy one more pullover in green color. When he received the cash memo for payment, he was astonished to find that he had to pay Rs. 1900 and not Rs. 1424. Mr. Basu could hardly reconcile himself to the fact that the counter person had quoted the discounted price which was Rs. 950. The original price printed was Rs. 950. The original price printed on the price tag was Rs. 1266.

- Q.5** (a) Identify the three sources to Mr. Basu's information **07**
- (b) Discuss the main filter involved in this case **07**

**OR**

- Q.5** (a) What should Mr. Basu have done to avoid the misunderstanding? **07**
- (b) Who is to blame for this communication gap? Why? **07**

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