

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA- SEMESTER -I - EXAMINATION- SUMMER-2023

Subject Code: 4519203

Date: 13/07/2023

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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	(a) Interpersonal Communication (b) Public Speaking (c) Grapevine communication (d) Paralanguage (e) Dyadic communication (f) Semantic Barrier (g) Persuasive Communication	14
Q.2	(a) Analyze the components of communication process with suitable example.	07
	(b) Evaluate the significance of the 7 C's of Communication.	07
	OR	
	(b) Compare verbal and non-verbal communication and analyze barriers to effective communication.	07
Q.3	(a) Examine the stages of the listening process and propose strategies for transforming passive listeners into attentive listeners in a workplace setting.	07
	(b) Assess the important aspects to be considered while making business presentations and how can you overcome your stage fright.	07
	OR	
Q.3	(a) "A prior audience analysis by the presenter leads to the successful presentation." – Justify the statement with your views. Describe the ways to assess the audience.	07
	(b) What are the key elements to consider when using speech to address a formal occasion such as a graduation ceremony or a business conference?	07
Q.4	(a) How can emotional intelligence be utilized to communicate effectively during challenging situations such as conflict resolution or difficult conversations? Provide specific examples.	07
	(b) Investigate the importance of tone and inflection when speaking on the phone and what are some key elements of proper telephone etiquette.	07
	OR	
Q.4	(a) Identify the key elements of proper social media etiquette, and justify their importance.	07

- (b) Compose a professional and respectful email addressing an employee's behavior based on customer complaints. 07

Q.5 CASE STUDY:

Mr. and Mrs. Lee were on vacation in a seaside town and decided to visit a local restaurant for lunch. They were greeted by a friendly server who showed them to their table and handed them the menu. Mr. Lee quickly spotted a dish that he liked and placed his order, while Mrs. Lee took a bit longer to decide.

When the food arrived, Mr. Lee was disappointed to find that his dish was not what he had expected. He called the server over to explain the problem, and the server apologized and offered to bring him a different dish. Meanwhile, Mrs. Lee had finally made up her mind and placed her order.

A few minutes later, the server returned with a new dish for Mr. Lee, and he was pleased with the replacement. However, when they received the bill, Mr. Lee noticed that he had been charged for both the original dish and the replacement. He called the server over again and pointed out the mistake.

The server apologized again and explained that the computer system had automatically charged him for both dishes. He quickly corrected the mistake and printed a new bill. Mr. and Mrs. Lee were impressed by the server's professionalism and appreciated his honesty.

As they were leaving the restaurant, Mr. Lee turned to his wife and said, "You know, that server was really good. He handled the mistake with my dish so well, and he was honest about the billing error. We should leave him a good tip." Mrs. Lee agreed, and they left a generous tip for the server before heading back to their hotel.

- (a) Discuss the main filter involved in this case. 07

- (b) What should Mr. Lee have done to avoid the misunderstanding? 07

OR

- Q.5** (a) Who is to blame for this communication gap? And why? 07

- (b) How could the restaurant prevent similar billing errors from happening in the future? 07
