

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA– SEMESTER –I–EXAMINATION – WINTER-2023**

**Subject Code:4519203****Date: 16-01-2024****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 Text and Description	Marks
Q.1	Define the following terms: (a) Haptics (b) Kinesics (c) Critical Listening (d) Impromptu Speech (e) Emotional Intelligence (f) Persuasive Communication (g) Paralanguage	14
Q.2	(a) Distinguish between formal and informal communication. Demonstrate the importance of informal communication in an organization.  (b) Discuss the types of listening. What are the features of good listeners?	07  07
<b>OR</b>		
Q.3	(a) You have newly joined a company, and on the second day of your work, you need to attend a foreign customer via Video conferencing. What etiquette rules will you follow while joining the video conferencing?  (b) Imagine that your junior is about to give his first presentation in life. According to you what strategies does he need to employ to remove his stage fright?	07  07
<b>OR</b>		
Q.3	(a) Differentiate between business presentation and public speaking. Discuss tips for effective speech delivery in terms of verbal, non-verbal, vocal, and visual elements.  (b) If you receive a call from your very important business person, which telephone etiquette will follow while handling a business call?	07  07
Q.4	(a) Define negotiation. Explain different approaches to negotiations.  (b) Construct an application letter with your resume in reply to an advertisement in The Times of India dated November 10 <sup>th</sup> , 2022 for the position of Marketing Manager for a company to do digital marketing for their local retailer clients. Assume your name is Mr. Dave.	07  07

OR

- Q.4** (a) Write a note on social media etiquette to be followed by an individual. **07**  
(b) You are a customer care executive at Flipkart; who received an e-mail from a regular customer with a request to return the product which he purchased 20 days before. As per company policy product cannot be returned after 14 days so draft a letter denying this customer's request for the product return. **07**

**Q.5** **CASE STUDY:**

Mr. and Mrs. Patel went to a Mall to buy a Jacket. Mr. Patel did not read the price tag on the piece selected by him. At the counter, while making the payment he asked for the price, and Rs.1900 was the answer.

Meanwhile, Mrs. Patel, who was still shopping came back and joined her husband. She was glad that he had selected a nice black jacket for himself. She pointed out that there was a 25% discount on that item. The counter person nodded in agreement.

Mr. Patel was thrilled to hear that. "It means the price of this jacket is just Rs.1425. That's fantastic", said Mr. Patel.

He decided to buy one more jacket in red colour.

In no time, he returned with the second jacket and asked them to be packed. When he received the cash memo for payment, he was astonished to find that he had to pay Rs. 3800 and not Rs. 2850.

Mr. Patel could hardly reconcile himself to the fact that the counter person had quoted the discounted price which was Rs. 1900. The original price printed on the price tag was Rs. 2533.

- (a) Who is to blame for this communication gap? And why? **07**  
(b) What should Mr. Patel have done to avoid the misunderstanding? **07**

OR

- Q.5** (a) Discuss which communication barriers have played an active role in this case. How to handle respective barriers. **07**  
(b) Being a person at the counter how to handle this difficult conversation; especially when there is confusion in the mind of the customer and now they need to pay more than they expected. **07**

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