

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (PART TIME)– SEMESTER 1– EXAMINATION – 2018**

**Subject Code: 4519902****Date:27/12/2018****Subject Name: Managerial Communication (MC)****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.

<b>Q. No.</b>		<b>Marks</b>
<b>Q.1</b>	Explain Terms (a) Active Vs. Passive Listener (b) Critical Listening (c) Kinesthetic speaker (d) Emotional Intelligence (e) Public Speaking (f) Haptics (g) Content Listening	<b>14</b>
<b>Q.2</b>	(a) Write a note on “Video-conferencing etiquettes” (b) Write a note on “Public speaking etiquettes & Body language” to be followed during public speaking	<b>07</b> <b>07</b>
	<b>OR</b>	
	(b) Bring out the essential differences between Letters, memo and Email	<b>07</b>
<b>Q.3</b>	(a) Which are the various ways of delivering oral message? (b) Which are the Essentials for good listening?	<b>07</b> <b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Being a fresh MBA graduate, you are looking for a suitable opportunity. Prepare a job application (cover letter) for the position of Management Trainee at XYZ Co. Ltd. (b) “Social media gives people a license to be hurtful”. Explain the statement highlighting various social media etiquettes to be followed	<b>07</b> <b>07</b>
<b>Q.4</b>	<b>CASE STUDY:</b> Julie works at the Sheraton Towers in Melbourne. At the Sheraton she works in the Housekeeping department. Her role within the department is to train all new staff in general housekeeping skills. Today she is training a new staff member Anna, on how to clean and maintain the mini bar in guestrooms. Anna who has just recently arrived from Fiji finds that Julie’s Australian accent is quite difficult to understand. She has asked Julie to repeat her instructions for cleaning and restocking the mini bar, and she is still unable to understand her. So she decides to complete the task her way before moving on to another room where she repeats the same task. After Anna has completed cleaning and restocking all the mini bars that she was assigned, Julie checks to see that the tasks were completed to job specification. Julie quickly discovers that Anna has not completed the task as she was instructed to. She wonders how this could happen when she has instructed Anna over and over again. As Anna is about to go home Julie catches up with her and asks Anna to redo the mini bars. Anna can’t understand why Julie wants her to do this again, when the afternoon housekeeping staff is now on duty. Anna tells Julie that she has to go home now, and	

is unable to stay back tonight. Julie can't believe what she's hearing and tells Anna that she must finish her job before she goes home, and if she doesn't do this, then she will report her to the House Keeping Manager and Human Resource Manager.

- (a) Why has communication failed here? 07
- (b) How can communication be improved between Anna and Julie? 07

**OR**

- Q.4** (a) What kind of barrier exists between Anna and Julie in the case? 07
- (b) Give your suggestions to overcome this barrier? 07

**Q.5 CASE STUDY:**

Damien Watson works as the care-taker at the Sheraton Hotel. Each day he greets guests, answers their queries, and arranges tours, transport and other activities for the guests while they are staying at the hotel. Today Damien has come to work with a splitting headache. He knows that he should have stayed at home but he has used up all of his sick leave days. He was hoping that today would be a quiet day because he was not in the mood to deal with too many queries. As he was resting his head on the front desk while sitting down, Lisa, a guest at the hotel came to his desk. She had heard all about the Melbourne Flower Show and wanted to know how to get there. After breakfast, she went up to the Care-taker's desk and asked Damien for his assistance. Damien was not very attentive to Lisa's request for assistance. His head was pounding away and he wished she would go away. His face showed his irritation as he gave her a brochure on Melbourne and a map of the city, without uttering a single word. When Lisa asked him what tram to catch he pointed to a timetable. Lisa was very angry by Damien's lack of assistance and told him so, as she moved behind the desk to confront him. During Lisa's outburst, Damien picked up ringing telephone and turned his back on her, blocking her entry by placing his chair in front of her. Lisa couldn't believe Damien's attitude and told him that she would take this matter up further with management.

- (a) Describe Damien's non-verbal communication (tone of voice, gestures, posture, eye contact, and appearance). 07
- (b) What part of the case study shows us the examples of poor communication? 07

**OR**

- Q.5** (a) Does there exist a communication problem in this case? If yes, How it can be overcome? 07
- (b) Highlight different elements of Damien's non-verbal communication. 07

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