

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA(PART TIME) SEMESTER– I EXAMINATION – WINTER 2019****Subject Code: 4519902****Date: 1-01-2020****Subject Name: Managerial Communications****Time: 10:30 AM TO 1.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Question Text and Description	Marks
<b>Q.1</b>	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Communication Barriers (b) Analytical Report (c) Coherence (d) Kinesics (e) Paralanguage (f) Minutes (g) Conference	<b>14</b>
<b>Q.2</b>	(a) What are the essentials of a good business letter? (b) What are the contents of a Research Report?	<b>07</b> <b>07</b>
<b>OR</b>		
	(b) What is a Critical Listening? Illustrate with an example.	<b>07</b>
<b>Q.3</b>	(a) Explain the seven C's of effective communication (b) Bring out the essential differences in business letters, memos and e-mail	<b>07</b> <b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) What is the paralanguage? Describe briefly the paralinguistic aspects. (b) Discuss role of Non-Verbal Communication and its importance.	<b>07</b> <b>07</b>
<b>Q.4</b>	(a) Write a note on business e-mail etiquette. (b) Mr Ram wants to apply for the post of assistant manager in a reputed bank. Help her to write an application letter.	<b>07</b> <b>07</b>
<b>OR</b>		
<b>Q.4</b>	(a) Discuss the strategies for improving oral presentations. (b) You got a better Job offer and require immediate joining, Draft a resignation letter to you superior?	<b>07</b> <b>07</b>

**Q.5**

**CASE STUDY:**

Mr. Rohit was the manager of the Surya Factory, Delhi. In one of his vacations, he undertook a short course in management and public relations, in one of the third rate commercial institutions, that have mushroomed in Noida. It then dawned upon him, that all these years he had been doing the wrong thing, by dealing only with the section heads under him.

On his return to the factory, he was a new Rohit he began having lunch in the Workers' mess; he even smoked beedi with them and exchanged a few smutty jokes. Over a cup of tea, he told them a story of his life and many spicy episodes about the lives of the directors all in the interest of better public relations. He even joined them once, in ragging a foreman, who wore an old-fashioned coat and topi. Trouble started a few days later.

There were thefts in the factory and absenteeism had increased. Further there were four incidents of workers refusing to carry out the orders of their supervisors and three workers were found in a drunken state on the plant.

- (a) Discuss the communication barriers in this case. **07**
- (b) If you were in the Managing Director's place, what would you do? Sack the young man? Promote him? Or have a confidential talk with him? **07**

**OR**

- Q.5** (a) Was Mr. Rohit right in his dealing with the workers? **07**
- (b) Explain how would you handle the situation and suggest the solution. **07**

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