

C.U.SHAH UNIVERSITY

Winter Examination-2018

Subject Name: Managerial Communication

Subject Code: 5MS01MCN1

Branch: M.B.A.

Semester : 1

Date : 07/12/2018

Time : 02:30 To 05:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
 - (2) Instructions written on main answer book are strictly to be obeyed.
 - (3) Draw neat diagrams and figures (if necessary) at right places.
 - (4) Assume suitable data if needed.
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SECTION – I

- Q-1 Do as directed. (07)**
- a. Explain the term Memorandum. 1
 - b. Write about importance of analyzing audience during presentation. 1
 - c. What do you mean by kinesics? 1
 - d. What is Cover Letter? 1
 - e. Define 'Communication'. 1
 - f. How is 'Listening' different from 'hearing'? 2
- Q-2 Attempt all questions (14)**
- (a) Explain the process of communication with a diagram. 7
 - (b) 'Flying fairy Motors' wishes to recruit Finance Managers with good academic record and experience for their New Car Project at Palaj near Gandhinagar. You meet the requirements of their advertisement. Prepare an application in the chronological format for the submission at their postal address- 'Flying fairy Motors', Gandhinagar. 7
- OR**
- Q-2 Attempt all questions (14)**
- (a) Your friend is going for an Interview of HR Manager at MNC Ahemdabad. What tips will you give him/her for better performance? 7
 - (b) As a manager of the firm, prepare a proposal for initiating program on every Saturday for an hour for the employees on "stress management" and submit it to the Director of the firm. 7
- Q-3 Attempt all questions (14)**
- (a) Why does communication fail? Discuss the major barriers to communication. 7
 - (b) Explain in brief the types of listening with reference to appropriate examples. 7



OR

- Q-3 (a) How listening is important in communication? Explain 'Traits of a good listener'. 7
(b) Write a note on Email Etiquettes. 7

SECTION – II

- Q-4 **Do as directed.** (07)
a. List the four layouts (Style) of letter writing. 1
b. What is extempore speech? 1
c. What do you mean by salutation? Explain with example. 1
d. List types of Flow of Communication. Explain any one with example. 2
e. Elucidate importance of Agenda during conduction of meeting. 2

- Q-5 **Attempt all questions** (14)
(a) Explain the importance of Job Interviews. Discuss various types of Interviews. 7
(b) You are supposed to deliver a presentation on 'Importance of Internet Banking'. Prepare an outline of the presentation which shows the necessity of Internet Banking. Prepare a script to be delivering while presenting PPT to the customers of the bank. 7

OR

- Q-5 (a) You are heading marketing department of a reputed electronics company engaged in the manufacture of refrigerators and washing machines. In the month of November, 2018 Company's sales offices reported increase in the rate of customers' complaints in the parts more particularly in the cooling operations with regard to AB brand of refrigerator recently purchased by them. Prepare inter office memo to the head of production department explaining the situation with need for remedial action in the matter. 7
(b) As a Deputy Manager of a CMDC bank, draft a minutes of meeting which was held on 11 November ,2018 in the meeting hall of your bank to discuss strategies to be implement to provide facilities to the customers who are senior citizens or ladies (specifically pregnant ladies). 7

- Q-6 **Attempt all questions** (14)
(a) Draft a telephonic conversation between a salesgirl and a customer for buying a new television set. 7
(b) Draft an e-mail which is to be sent to 10 customers of your company to inform them about new product (Camera) launch of your company in the next month. 7

OR

- Q-6 **Attempt all Questions**
(a) Sejal Sharma from 12 ,Arpan Society, Near M.K.Hall, Bhuj writes a letter to the Manager, Matrix Computers, Sanidhya Complex, Near Akik Co-operative Cociety, Setalite, Ahmedabad complaining about the damaged condition of the computer she received recently. Write the letter on her behalf. (Use Block Style). 7
(b) Absenteeism is growing among the employees of your company. You, the Personal Manager, have been asked by the General Manager of company to study the causes and suggest solution to check absenteeism. Submit a report in detail. 7

