

Enrollment No: _____

Exam Seat No: _____

C. U. SHAH UNIVERSITY

Winter Examination-2019

Subject Name: Managerial Communication

Subject Code: 5MS01MCN1

Branch: MBA

Semester : 1

Date : 27/11/2019

Time : 02:30 To 05:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator & 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.

SECTION – I

Q1.

[07]

Explain the following terms

- | | |
|--|----------|
| a. Single strand Communication- | 1 |
| b. Formal Communication – | 1 |
| c. Chronemics – | 1 |
| d. Interview- | 1 |
| e. Noise- | 1 |
| f. Dyadic communication- | 1 |
| g. Memo | 1 |

Q2 Attempt all the questions

[14]

- | | |
|---|----------|
| a. What are the types of communications? Discuss any two. | 7 |
| b. Discuss 7 C's of communication with an appropriate diagram. Provide an example to prove it. | 7 |

OR

- | | |
|--|----------|
| a. Recently you have succeeded in an interview for the position of H.R Manager at MNC Ahmedabad. What do's and don'ts will you advise to your friends for better performance. | 7 |
| b. Explain the process of communication with diagram. | 7 |

Q3. Attempt all questions

[14]

- | | |
|---|----------|
| a. What are the barriers to communication and ways to overcome it? | 7 |
|---|----------|



b. Explain the causes of miss communication. What one should do to avoid this. 7

OR

a. How listening is important in communication. Explain traits of a good listener. 7

b. Explain in brief the types of listening discuss any 5. 7

SECTION-II

Q4. Do as directed 07

a. Enlist the four layouts (styles) of letter writing 2

b. What do you mean by salutation? Give example. 2

c. Define meeting. 1

d. Enlist the role plays of meeting. 2

Q5. Attempt all the questions. [14]

a. Explain the importance of job interview. Discuss various types of interview. 7

b. You are supposed to deliver a presentation on 'Importance of Online Marketing'. 7
Prepare an outline of the presentation which shows the necessity of Online Business.
Prepare a script for PPT presentation.

OR

a. Draft a letter to supplier of electrical goods enquiring about the availability of writing 7
table, exhaust fans and tube lights of various types required for cabins and offices of your
company.

b. As a Deputy Manager of SDC Bank, draft a minutes of meeting which was held on 25th 7
October 2019 in the conference hall of your bank to discuss strategies to be implemental to
provide facilities to the senior citizens or ladies.

Q6. Attempt all the questions. [14]

a. Sumitra Rathore from 10, Greater Noida, Vrindavan Society, Delhi. Writes a letter to the 7
manager, Softech Computers, Ashoka Complex, Delhi, Complaining about the damaged
condition of the computers she received recently.(Use Block Style)

b. Your staff suffers frequent illness and remains absent which affects a lot on your 7
company's performance. You the Personal Manager have been asked by the General Manager of
your company to study the causes and find solutions to check absenteeism. Submit a report in
detail.

OR

Q. 6 a. Define listening and explain its purposes. 7

b. Recently you have organised a business trip to another company. 7
Write a detailed report on it.

