

Enrollment No: _____ Exam Seat No: _____

C. U. SHAH UNIVERSITY

Summer Examination-2020

Subject Name: Managerial Communication

Subject Code: 5MS01MCN1

Branch: MBA

Semester: 1

Date: 06/03/2020

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. Attempt all the questions

[07]

- a. What is Memorandum? 1
- b. Write about importance of analyzing audience during presentation. 1
- c. What do you mean by kinesics? 1
- d. Define the term: Interview- 1
- e. What is Noise? 1
- f. Write about Dyadic communication. 1
- g. How is 'listening' differ than 'hearing'? 1

Attempt any four questions from Q-2 to Q-6

Q2 Attempt all the questions

[14]

- a. Explain the process of communication with diagram 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 Ahemdabad. What do's and don'ts will you advise to your friends for better performance.

- b. What are the types of communications? Discuss any two. 7

Q3. Attempt all questions

[14]



- a. Why does communication fail? Discuss the major barriers to communication. 7
- b. Explain the causes of miss communication. What one should do to avoid these? 7

OR

- a. How listening is important in communication. Explain traits of a good listener. 7
- b. Explain in detail the ways to overcome the barriers to communication 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 heading marketing department of a reputed electronics company engaged in the manufacturing refrigerators and washing machines. In the month of October 2018 Company's sales offices reported the increasing complaints from the customers about malfunctions more particularly in the cooling operations with regard to ST 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

OR

- a. Draft a letter to supplier of electrical goods enquiring about the availability of writing table, exhaust fans and tube lights of various types required for cabins and offices of your company. 7
- b. As a Chief Sales officer of SDC Bank, draft a minutes of meeting which was held on 25th October 2019 in the conference hall of your bank to discuss strategies to be implemental to provide facilities to the senior citizens or ladies. 7

Q6. Attempt all the questions. [14]

- a. Sumitra Rathore from 10, Greater Noida, Vrindavan Society, a letter to the manager, Softech Computers, Ashoka Complex, Delhi, Complaining about Delhi. Writes the damaged condition of the computers she received recently. (Use Block Style) 7
- b. Draft a Telephonic conversation between a sales girl and a customer for buying a new Television Set. 7

OR



Q6.

- a. Draft an application for a post of Junior Marketing Executive to the Manager Copper Industries, Chinchwad, Pune with a full Resume. 7
- b. What is CV? Draft a sample CV for an MBA aspirant. 7

