

Enrollment No: \_\_\_\_\_

Exam Seat No: \_\_\_\_\_

# C. U. SHAH UNIVERSITY

## Winter Examination-2022

Subject Name: Managerial Communication

Subject Code: 5MS01MCN1

Branch: M.B.A.

Semester: 1

Date: 14/03/2023

Time: 10:30 To 01:30

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 Attempt the Following questions (07)**

- a. What is Cover Letter? **01**
- b. List the four layouts (Style) of letter writing. **02**
- c. Define Communication. **01**
- d. Explain the term Memorandum. **01**
- e. Write about importance of analyzing audience during presentation. **01**
- f. Explain the term Interview. **01**

**Q-2 Attempt all questions (14)**

- A** What are the barriers to communication and ways to overcome it? **07**
- B** Explain the process of communication with a diagram. **07**

**OR**

**Q-2 Attempt all questions (14)**

- A** Your friend is going for an interview of HR Manager at MNC Anand. What tips will you give him/her for better performance? **07**
- B** Explain the importance of Job Interviews. Discuss various types of interviews. **07**

**Q-3 Attempt all questions (14)**

- A** Discuss 7 C's of communication with an appropriate diagram. Provide an example to prove it. **07**
- B** Explain the causes of miss communication. What one should do to avoid this? **07**

**OR**

**Q-3 A** Recently you have organized a business trip to another company. Write a detailed report on it. **07**

- B** Define listening and explain its purposes. **07**



## SECTION – II

- Q-4 Attempt the Following questions (07)**
- a. What do you mean by salutation? Give example. **01**
  - b. Explain the term Formal Communication **01**
  - c. What do you mean by kinesics? **01**
  - d. What is extempore speech? **01**
  - e. Explain the term Dyadic communication **01**
  - f. Elucidate importance of Agenda during conduction of meeting. **02**

- Q-5 Attempt all questions (14)**
- A** 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. **07**
- B** Draft a telephonic conversation between a salesgirl and a customer for buying a new laptop. **07**

**OR**

- Q-5 Attempt all questions**
- A** 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. **07**
- B** Write a note on Email Etiquettes. **07**

- Q-6 Attempt all questions (14)**
- A** How listening is important in communication. Explain traits of a good listener. **07**
- B** Harshiv Shah from 12 ,Arpita Society, Near SBI Bank, Bhavnagar writes a letter to the Manager, Matangi Computers, Sivranjani Complex, Near Bapunagar Ahmedabad complaining about the damaged condition of the computer she received recently. Write the letter on her behalf. (Use Block Style). **07**

**OR**

- Q-6 Attempt all Questions**
- A** Explain in brief the types of listening discuss any 5. **07**
- B** “Flora fairy Motors wishes to recruit Finance Managers with good academic record and experience for their New Car Project at Palaj near Surat. You meet the requirements of their advertisement. Prepare an application in the chronological format for the submission at their postal address- „Flora fairy Motors, Surat. **07**

