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Total Number of Pages: 02

MBA
15MNG 207

2nd Semester Regular / Back Examination - 2015-16

MANAGERIAL COMMUNICATION

QUESTION CODE : W 557

Time: 3 Hours

Max marks: 100

Answer Question No.1 & 2 which are compulsory and any four from the rest.

The figures in the right hand margin indicate marks.

Q.1 Answer the following questions: (2x10)

- An _____ orients the audience by alerting them to the upcoming points and an _____ helps the audience to stay oriented by providing a one-sentence summary during the delivery of a presentation.
- The _____ resume format is primarily used by experienced candidates whereas _____ resume is very appropriate for fresh graduates.
- _____ presentations are planned, rehearsal and delivered with the help of outlines but _____ presentations are unexpected, off-the cuff talks.
- Based on target audience business proposals can be divided into _____ proposals and _____ proposals.
- Reports can be categorized into _____ reports and _____ reports.
- The written documents that are essential for a meeting are : notice, _____ and _____.
- Three major letter formats commonly used are _____, _____ and simplified format.
- GDs are of two types : _____ and _____.
- Random entry, _____ and _____ are techniques of lateral thinking.
- Every interview will proceed through three stages : _____, the question answer session and _____.

Q.2 (2x10)

- How does body language make a presentation effective ?
- What challenges do we face in today's work place ?
- What is the difference between reports and proposals ?
- Mention four e-mail etiquettes.
- Why do employers like chronological CVs ?
- What are the elements in a report ? List the elements in the order they appear in a report.
- Mention the guidelines for effective Group Discussions.
- What is the role of the participants in a meeting ?
- How are soft skills and communication skills inter linked ?
- What do you mean by etiquettes ?

Q.3 'Power point Slides are used not just for decorative purposes; they must be functional'. Discuss and substantiate. (15)

Q.4 Write short notes on : (15)
i) Dressing etiquettes
ii) Mobile etiquettes.

Q.5 Discuss the personality traits of participants that are evaluated in a GD. (15)

Q.6 The Director of your company is anxious to note that the absenteeism is on increase among the employees. He has asked you, the Personnel Manager to investigate the matter and recommend measures to check it. Write a memo report highlighting the trend of absenteeism, the causes related to the problem and measures related to the problem. (15)

Q.7 At the sixth meeting of the Executive Committee of Vaishali Mall, Bhubaneswar, held at 11.00 A.M. Monday 15th May, 2016, the following business was transacted (15)
:

- i) Date of next meeting
- ii) Appointment of the Manager at Cuttack Branch.
- iii) Confirmation of the minutes of the last meeting.
- iv) Opening a retail outlet comprising major brands of shoes.
- v) Announcement of the festive discount.
- vi) Any other matter with the permission of the Chair.

Arrange the agenda items in appropriate sequence and format and write the minutes of the meeting.

Q.8 What will be your answers to the following questions if asked during an interview? (15)
i) What motivates you ?
ii) What are your strengths ?
iii) What are your weaknesses ?
iv) Where do you see yourself in five years ?
v) What salary are you looking for ?
