

Registration no:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 01

MBA
MGT208

2nd Semester Back Examination – 2016-17
MANAGERIAL COMMUNICATION AND PRACTICE
BRANCH(S): MBA
Time: 3 Hours
Max Marks: 70
Q.CODE:Z1176

Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.

- Q1 Answer the following questions briefly. (2 x 10)**
- a) Outline two objectives of a business report.
 - b) What are the advantages of a functional resume?
 - c) As a participant in a meeting how and what should you contribute? Give a reasoned answer.
 - d) Give an example of complementary closure. Why is it used in a business letter?
 - e) What purpose do bullets and headings serve in a business document?
 - f) What is an agenda?
 - g) Identify the steps you can take to improve your intercultural communication skills.
 - h) What is negotiation? What are the different approaches to negotiation?
 - i) List four ways to overcome your anxiety while making oral presentation.
 - j) What do you mean by solicited cover letter?
- Q2 Explain the importance of recognizing cultural variations and list five categories of cultural differences. (10)**
- Q3 Evaluate email as a channel of internal communication, explaining its advantages and disadvantages. List out five ways in which email messages could be made more effective. (10)**
- Q4 What are soft skills? How do they contribute to become a good leader and team player? Discuss the relationship between various soft skills and communication skills. (10)**
- Q5 Your company is considering a proposal to make an in-house canteen for office employees. Your office has around 100 employees. Make a report to give an estimate of the area, human resource, and money required to set-up and run the canteen. (10)**
- Q6 Imagine that you are the Secretary of the Athletic Union of your college, which aims to encourage sports and physical education in the college. Draft the agenda containing at least 10 items which is to be used for discussion for the first meeting of the union. (10)**
- Q7 As the Personal Manager of a multinational firm, draft an email to be sent to those candidates, who were not selected in the interview conducted few days before. (10)**
- Q8 Write short notes (any two) (5x 2)**
- a) Business etiquettes
 - b) Process and techniques of persuasive communication
 - c) Guidelines for effective group discussion