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Total Number of Pages: 02

**MBA**  
**15MNG207**

**2<sup>nd</sup> Semester Regular / Back Examination – 2016-17**  
**MANAGERIAL COMMUNICATION**  
**BRANCH(S): MBA**  
**Time: 3 Hours**  
**Max marks: 100**  
**Q.CODE:Z1175**

**Answer Question No.1& 2 which are compulsory and any four from the rest.**  
**The figures in the right hand margin indicate marks.**

**Q1 Fill in the blanks. (2 x 10)**

- a) Unexpected, off-the-cuff talks are categorized as \_\_\_ presentations.
- b) A \_\_\_ is a resume which combines reverse-chronological and functional resume formats.
- c) \_\_\_ refers to performance anxiety, or persistent phobia which may be aroused in an individual by the requirement to perform in front of an audience.
- d) \_\_\_ is a letter of introduction attached to, or accompanying another document such as a resume or curriculum vitae.
- e) \_\_\_ is a group process where the input of everyone is carefully considered and an outcome is crafted that best meets the needs of the group
- f) Some organizations perform \_\_\_ interviews, in which one or more interviewers meet with several candidates simultaneously. A key purpose of the group interview is to observe how the candidates interact.
- g) \_\_\_ refers to the rules which are unwritten and act as norms to be observed by all professionals who work as a team in a particular company or department.
- h) \_\_\_ refers to the language that is characterized by uncommon or pretentious vocabulary and convoluted syntax and is often vague in meaning.
- i) "How many years did you work for your last employer?" This is an example of \_\_\_ question in an interview.
- j) \_\_\_ is a soft skill which refers to the capability of individuals to recognize their own, and other people's emotions to discern between different feelings and label them appropriately.

**Q2 Answer the following questions briefly. (2x10)**

- a) When is a case interview useful?
- b) Write two telephone etiquette tips for placing calls.
- c) How would you express disagreement in a meeting?
- d) What purpose do bullets and headings serve in a business document?
- e) List out the drawbacks of e-mail as a mode of business communication.
- f) What is meant by Netiquette?
- g) Differentiate between structured interview and behavioral interview.
- h) How is theme speech different from occasional speech?
- i) Mention any two merits of visual aids in business communication.
- j) Outline the factors to be emphasized upon while preparing for an interview.

- Q3** Assume that your team has to deliver a presentation on a newly designed product to two audiences-- **(15)**  
a) The board of directors of your company  
b) Prospective clients  
Will there be a difference in your presentation content, style, and tone? Discuss.
- Q4** You are the corporate communications director of your company. You observe that the company's Web site (select a Web site) is poorly organized and could do with a better display considering that your organization needs the publicity. Persuade the top management to revamp the Web site by making a PowerPoint presentation. **(15)**
- Q5** Suppose you are facing an interview for the position of *Management Trainee* in an MNC, and they ask the following questions. Write your responses to the queries during the interview. **(3x5)**  
a) What would you do if you were given an unrealistic deadline for a task or project?  
b) Where do you see yourself in five years?  
c) Why should we hire you?  
d) What are your short-term and long-term career goals?  
e) How would you describe your management style?
- Q6** You are Manish Mehta, Purchase Officer, Central Mining Research Institute, Nagpur. Write an e-mail to the Sales Manager of HCL Limited, Kolkata office. You want fifty HCL Desktop computers at the quoted price of Rs.37, 365/ each. Request the Sales Manager to send details regarding payment system, freight and handling charges, and the delivery time. **(15)**
- Q7** (a) As a speaker how would you plan for the key note address in the founder's day celebrations of a company? **(8)**  
(b) How is GD a better technique than interviews, for selecting prospective B-School applicants? **(7)**
- Q8** 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. **(15)**