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Total Number of Pages : 02

MBA
15MNG207

2nd Semester Regular / Back Examination 2017-18
MANAGERIAL COMMUNICATION

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : C1171

Question No1 & No 2 are compulsory and answer any four from the rest.
The figures in the right hand margin indicate marks.
Answer all parts of a question at a place.

Q1 **Fill the Blanks :** (2 x 10)

- a) As a leader following is your responsibility to keep the discussion in_____ [motion, order, control]
- b) A _____response to complaints helps to maintain customer's confidence [abrupt, prompt, delayed]
- c) _____ is the supplier's written estimate which includes all applicable charges and taxes on the goods. [Report, Quotation , brochure]
- d) _____is a communication used in conveying information and directives within an organization. [minutes, agenda , circular]
- e) When you don't know the answer asked in an interview you should_____ [bluff, guess, admit, keep mum]
- f) During an oral presentation, ____ is the stage where you tell the audience, the aim of your presentation? [summarization, synchronization, Introduction]
- g) ____ listening is also called as critical listening. [therapeutic, evaluative, emphatic]
- h) While mentioning the previous job experience in a Resume, you should follow the ____order? [Asynchronous, haphazard, chronological, the most important first]
- i) In a report, a/an _____ would briefly highlight the objective of the project and the findings in a nutshell? [introduction, narration, abstract, conclusion]
- j) Communication helps establish and _____ the goals of an organization? [distinguish, disperse, disseminate, divert]

Q2 **Do as Directed :** (2 x 10)

- a) Sales letters should arouse the reader's interest and curiosity in the product [true/false]
- b) The role of a moderator is considerably less in any GD [Correct/Incorrect]
- c) Verbal symbols can be interpreted clearly and unambiguously than nonverbal ones. [true/false]
- d) Memorandums are usually initiated by the writer rather than signed [true/false]
- e) Your name badge is placed on your left side. [Correct/Incorrect]
- f) When seated at the table, in any business meeting the water glass is to your right [Correct/Incorrect]
- g) Your co-worker's constant texting and playing with her phone is distracting you. What should you do?
 - a. Talk to the human resources about the issue
 - b. Get "No texting signs" placed in close vicinity
 - c. Send a cell phone etiquette quiz to the person
 - d. Talk directly; let them know loud and clear
 - e. A and B

- h) Taking private calls in restroom is a good idea; at least you will not be disturbing your colleagues while working. [true/false]
- i) The terms of reference for producing a specific report are given by the [reader, writer, organization, expert]
- j) Which of the following is not a subsidiary part of any formal report?
a) References b) Appendix c) Glossary d) Table of contents

Q3 The rise of social media has put additional bottlenecks to the business environment; do you agree? Discuss various communication challenges now a day. **(15)**

Q4 Group work raises motivation. However the expected outcomes ought to be defined in advance. Do you agree? Explain the prerequisites of Team building in achieving organizational goals **(15)**

Q5 The role of the chairperson is paramount and critical to ensure the success of any meeting; highlight the skill components required to chair a meeting. **(15)**

Q6 Prepare a feasibility report to be presented before the board of directors of your company on a plan to establish a food processing unit in report **(15)**

Q7 As CEO of an office automation company , give a proposal to the VC of a local university for library automation and modernization of office premises **(15)**

Q8 Write a letter to one of the candidates who appeared in the interview conducted by your company informing him/her nonelection for the post applied **(15)**