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Total Number of Pages : 02

MBA
15MNG207

2nd Semester Back Examination 2018-19
MANAGERIAL COMMUNICATION

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : F862

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

- What is a minute of dissent?
- Define Executive summary
- _____ listening is also called as critical listening. [therapeutic, evaluative, emphatic]
- When can we call a paragraph as cohesive?
- A monthly report on occupational health and safety arrangements of the company comes under which type of report?
- Body language always speaks the truth while speaker may play with words to hide it (agree/disagree)
- Is there any role for a moderator in GD?
- Define Theme speech
- What is LOI
- What is an Exit Interview?

Part- II

Q2 Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Prepare one Agenda for the upcoming Annual function meeting of your college
- Define Stress; and differentiate between internal and external causes of stress.
- Distinguish between soft skills and hard skills
- Write a paragraph using the following words with coherence and cohesion and give a suitable title to it, (word limit is 100) [Courage, attitude, violence, respect, strict, support,]
- Find out the difference between formal and informal channels of communication.
- Highlight the dos and don'ts of G'D
- What are the drawbacks of diagonal communication?
- Distinguish between Chronological CV and Comprehensive CV
- How do you identify high context cultures?
- Distinguish between a routine report and a technical report
- What is the pre writing process one should follow?
- Differentiate between a circular and Notice

Part-III

Long Answer Type Questions (Answer Any Two out of Four)

Q3 Prepare a C V of your own along with the covering letter to apply for the post Asst. Manager [Promotion] of ZEUS Business Analytics Pvt. Ltd Mumbai, as per the advertisement published in The TOI English daily on Dt, 23/04/2019. **(16)**

Q4 What fundamental characteristics of a chairperson ought to possess for a successful conduct of any business meeting? Discuss. **(16)**

Q5 Adaptability to the changing environment is essential to overcome communication challenges in the business establishments now a day; do you agree? Discuss various modern days' communication challenges and how to overcome them. **(16)**

Q6 As a head of the investigating team prepare a report to be submitted before the Government of Orissa with your possible suggestions, how to woo the Tribals to be with the mainstream and not with the Anti State DivisiveOutfits. **(16)**