



GIET UNIVERSITY, GUNUPUR – 765022

M. B. A (First Semester – Back Paper) Examinations, April' 2021
MB 109 – Managerial Communication and Personal Effectiveness

Time: 2 hrs

Maximum: 50 Marks

The figures in the right hand margin indicate marks.

PART – I: (Multiple Choice Questions)**(1 x 10 =10 Marks)****Q. 1 Answer ALL questions**

- a. Which of the following combination is /are example/s of written communication?
 - (i) Letters and voicemail
 - (ii) Reports and E-mail
 - (iii) Circulars and voicemail
 - (iv) All of the above
- b. Orders and directives are the example of:
 - (i) Downward Communication
 - (ii) Upward Communication
 - (iii) Diagonal Communication
 - (iv) Horizontal Communication
- c. Placement of purchase order to supplier of material is ----- communication.
 - (i) Vertical Communication
 - (ii) Horizontal Communication
 - (iii) Internal Communication
 - (iv) External Communication
- d. According to Proxemics (space language), zones are classified into----- categories.
 - (i) 3
 - (ii) 4
 - (iii) 5
 - (iv) 6
- e. Examples of oral communication-----
 - (i) Letter
 - (ii) E-mail
 - (iii) Telephone
 - (iv) Fax
- f. A circular is a form of -----
 - (i) Face-to-face communication
 - (ii) Oral communication
 - (iii) Group Communication
 - (iv) Visual communication
- g.is also referred to as critical/judgmental listening.
 - (i) Discriminative listening
 - (ii) Biased Listening
 - (iii) Evaluative Listening
 - (iv) Appreciative listening
- h. It involves how we say something in different pitch, tone and voice modulation such as slow or fast.
 - (i) Kinesics
 - (ii) Proxemics
 - (iii) Time language
 - (iv) Paralanguage
- i. A..... focuses on your skills and experience, rather than on your chronological work history.
 - (i) Functional resume
 - (ii) Mini Resume
 - (iii) Combination resume
 - (iv) Chronological Resume
- j. Communication is derived from a Latin word “Communis” which means.....
 - (i) Community
 - (ii) Share
 - (iii) Common
 - (iv) Marxist

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

PART – II : (Short Answer Questions)**(2 x 5 = 10 Marks)****Q.2. Answer ALL questions**

- a. Explain the role of visual aids in oral presentation.
- b. Describe kinesics as a non-verbal communication.
- c. What is a persuasive letter?
- d. What is skimming in reading?
- e. What is a memo?

PART – III: (Long Answer Questions)**(6 x 5 = 30 Marks)**Answer any **FIVE** questions.

3. Describe various types of Listening.
4. What are the barriers to listening? Ways to overcome these barriers.
5. Discuss advantages and disadvantages of grapevine in business communication.
6. Describe the features of a good business presentation.
7. Mention 7Cs of successful communication.
8. Describe horizontal, vertical and diagonal communication with proper diagram.
9. Differentiate between communication within the organisation and the communication of an organisation with the outer world.
10. Describe channels of communication with examples.

--- End of Paper ---