

Registration No :

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

Total Number of Pages : 02

**MBA**  
**15MNG207**

**2<sup>nd</sup> 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)**