

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-I-EXAMINATION- SUMMER-2024

Subject Code: 4519203

Date: 10/06/2024

Subject Name: Managerial Communication

Time: 02:30 PM TO 05:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Explain the below terms.	Marks
Q.1	(a) Dyadic communication (b) Emotional intelligence (c) Grapevine communication (d) Kinesics (e) Paralanguage (f) Mock interview (g) Critical listening	14
Q.2	(a) Analyze the elements of the two-way communication process by identifying each component and explaining how they interact to facilitate effective communication.	07
	(b) Evaluate the effectiveness of different communication networks within an organization and analyze their impact on decision-making and problem-solving processes.	07
OR		
	(b) Evaluate the strategies used by a successful company to overcome communication barriers with suitable examples.	07
Q.3	(a) Analyze the seven C's of effective communication by explaining how each contributes to clear and effective business interactions.	07
	(b) Evaluate the role of non-verbal communication in cross-cultural business interactions. Provide examples of how misinterpretations can occur and suggest strategies to improve understanding.	07
OR		
Q.3	(a) Analyze the components of effective public speaking and presentation skills that influence audience engagement and message retention.	07
	(b) Evaluate the role of social media in professional communication. Analyze common etiquettes to be followed for social media.	07
Q.4	(a) Analyze the format and content of business memos. Discuss their effectiveness in different business scenarios.	07
	(b) Evaluate the impact of legal aspects on business communication. Provide examples of how ignoring these aspects can lead to organizational issues.	07
OR		
Q.4	(a) Analyze the importance of listening in leadership. Discuss how listening can influence a leader's decision-making process and team dynamics.	07

- (b) Analyze your MBA skills and the management trainee role at XYZ Corporation. Craft a job application that aligns your qualifications with the position's requirements, including a tailored cover letter and resume. **07**

Q.5 Case Study: Negotiation Skills at InfoTech Solutions Pvt. Ltd.

InfoTech Solutions Pvt. Ltd., a prominent Indian IT firm renowned for its innovative software solutions, faced a crucial negotiation challenge with its primary vendor, BharatSupply Enterprises. The time had come to renew their contract, and the objectives were clear yet challenging. InfoTech aimed to reduce its procurement costs by 10% while ensuring the service quality remained top-notch. Conversely, BharatSupply, grappling with the rising costs of operations, sought a 5% increase in their service fees.

Anjali Verma, the seasoned procurement manager at InfoTech, was at the helm of the negotiation team. With an impressive track record and esteemed negotiation prowess, Anjali recognized the need for a strategic and nuanced approach. The initial discussions revealed a substantial disparity in the expectations of InfoTech Solutions and BharatSupply, with neither party willing to budge.

To break the impasse, Anjali proposed a sequence of negotiation meetings focusing on shared benefits rather than rigid positions. She introduced the idea of additional services BharatSupply could offer, such as enhanced tech support and flexible service options, which could provide value to InfoTech beyond mere cost savings.

Throughout the negotiation process, Anjali exemplified active listening, striving to grasp BharatSupply's operational challenges while underscoring InfoTech's commitment to a long-standing, mutually beneficial relationship. She underscored the potential for BharatSupply to secure an exclusive vendor status, promising a steady business flow and enhanced partnership stability.

Utilizing her team's expertise in data analysis, Anjali showcased industry trends and potential cost-efficiency measures, steering the negotiations from a price-centric debate to a broader discussion on partnership and shared growth. In the concluding session, a consensus was reached that honored the core interests of both entities. BharatSupply agreed to a 7% reduction in service fees in exchange for a longer contract duration and the adoption of a performance-based fee structure, which could lead to further cost reductions based on service efficiency and quality metrics.

- (a) Analyze how Anjali Verma shifted the negotiation's focus from fixed positions to mutual interests. What strategies did she utilize to enable this transition? **07**
- (b) Evaluate the role of active listening in the negotiation scenario described. How did Anjali use this skill to facilitate progress in the discussions? **07**

OR

- Q.5** (a) Discuss the significance of data and market trend analysis in reinforcing InfoTech's position in the negotiations. Cite specific instances from the case. **07**
- (b) Assess the impact of introducing a performance-based fee model on the negotiation's outcome. How did this approach influence the final agreement between InfoTech and BharatSupply? **07**
