

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA-SEMESTER-I-EXAMINATION-WINTER-2024

Subject Code: 4519203**Date: 13/01/2025****Subject Name: Managerial Communication****Time: 10:30 AM TO 01:30 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.	Question Text and Description	Marks
Q.1	Explain following terms: (a) Grapevine Communication (b) Paralanguage (c) Posture (d) Dyadic communication (e) Emotional Intelligence (f) Parley (g) Extemporaneous Speech	14
Q.2	(a) Evaluate the barriers to effective communication in an organization.	07
	(b) Analyze the role of the Seven C's in effective business communication.	07
OR		
	(b) What do you understand by "Listening"? Explain the features of a good listener.	07
Q.3	(a) What is 'MEMO'? Write good news to an employee in the memo format.	07
	(b) Design a speech for a special occasion in a managerial context. What strategies would you employ for effective delivery?	07
OR		
Q.3	(a) Examine the strategies for improving oral presentations in a managerial setting.	07
	(b) Suppose you are about to receive a call from your very important business client, which telephone etiquettes you will follow while handling a business call?	07
Q.4	(a) Explain the qualities of a good report.	07
	(b) Evaluate the importance of non-verbal communication in a managerial setting. Provide examples.	07

OR

- Q.4** (a) Create a set of social media etiquettes for a corporate setting. Justify your choices. **07**
- (b) Assume that you are a director of an educational institution. Due to certain unforeseen condition this year, you are cancelling admissions of outside the state candidate's. Write an email to these candidates explaining your inability and still maintaining your goodwill. **07**
- Q.5** **CASE STUDY:**
Case Study: Barriers to Effective Communication at XYZ Corp
- XYZ Corp is a mid-sized technology company that has been facing internal communication issues. The management has noticed a decline in productivity and employee satisfaction. After conducting an internal survey, they found that employees often feel unheard, misunderstood, or uninformed.
- The company uses multiple channels for communication, including emails, team meetings, and an internal social media platform. However, the lack of a structured communication strategy has led to information overload, misunderstandings, and conflicts. For instance, the marketing team recently launched a campaign without fully informing the sales team, leading to missed opportunities. Similarly, the HR department sent out a new policy update via email, but most employees either missed it or misunderstood the implications, leading to compliance issues.
- (a) Analyze the communication barriers present at XYZ Corp. Provide specific examples from the case study. **07**
- (b) Evaluate the role of the management in the communication issues at XYZ Corp. **07**
- OR**
- Q.5** (a) Design a structured communication strategy for XYZ Corp to address the identified issues. **07**
- (b) Assess the potential impact of implementing your communication strategy at XYZ Corp. **07**
