

YMCA UNIVERSITY OF SCIENCE & TECHNOLOGY, FARIDABAD

MBA Examination, MAY 2018

MANAGERIAL COMMUNICATION (MBA/106)

Time: 3 Hours

Max. Marks:60

Note: It is compulsory to answer the questions of Part -1. Limit your answers within 20-40 word in this part.

Answer any four questions from Part -2 in detail.

Different parts of the same question are to be attempted adjacent to each other.

PART -1

- Q1 (a) "Communication acts as life blood of an organization", why. (2)
(b) What are the 7 C's of effective communication. (2)
(c) Importance of minutes of meeting (2)
(d) What are the various ways of mass communication? (2)
(e) What are the important points to be considered while releasing press notes? (2)
(f) Difference between positive and negative messages (2)
(g) Pre- requisites of designing visual communication (2)
(h) Usage of technology in communication (2)
(i) What is group discussion? (2)
(j) State the legal issues in business communication. (2)

PART -2

- Q2 (a) 'Summer projects help students to have better knowledge about practical aspects of theory'. Do you agree with the said statement? Justify. (5)
(b) The process of communication is incomplete without feedback, why? (5)
- Q3 (a) What points are to be kept in mind as a manager to handle a team of members from different cultures? (5)
(b) 'A good listener can become a good speaker' Justify. (5)
- Q4 (a) What are the various barriers in the process of communication? (5)
(b) What points should be considered while writing an effective CV, exemplify? (5)
- Q5 Define Negotiation? Explain the process of communication in detail. (10)
- Q6 Differentiate between:
(a) Oral & Written Communication (5)
(b) Verbal & Non-Verbal Communication (5)
- Q7 'Thousands of reports, long or short, formal or informal, special or routine are written everyday.' What are the characteristics of a good report? (10)