

D-5436

M. B. A. (Second Semester) Examination, June 2019

(New Course)

MANAGERIAL COMMUNICATION

Paper : MS-206

Time Allowed : Three hours

Maximum Marks : 70

Note : Attempt all questions selecting one question from each unit. All questions carry equal marks.

Unit-I

1. "Selection of wrong communication channel creates gap between top executives and lower subordinates." In context the statement explain different communication

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channels used in an organization with the help of suitable diagrams.

Or

Elaborate the various communication models with the help of suitable diagrams.

Unit-II

2. "Actions speak louder than words." Elucidate the different ways of non-verbal communication and their relevance for a successful manager in achieving organizational goals.

Or

"Communication barriers prove to be a hurdle for the free flow of information in an organization." In context to the statement discuss the various communication barriers and suggest the ways to overcome them.

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Unit-III

3. "Listening requires two ears, one for meaning and one for feeling." Justifying the statement discuss the need and process of listening.

Or

"Death is the number two fear that people have and public speaking is the first." In regard to the statement

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discuss the various principles of effective speech and write a speech proposing a vote of thanks at the end of a seminar.

Unit-IV

4. Elaborate the various preparation of interview from the eyes of an interviewee and an interviewer as well as explain 3 major types of interview.

Or

Write short notes on :

- (i) E-mail and its contents
- (ii) Do's and Don'ts of Group Discussion

Unit-V

5. "A well written business letter may bring you many friends." Describe the various elements of a business letter as well as write a letter of complain to ABC Pvt. Ltd regarding the poor delivery of electronic goods.

Or

Explain report writing and throw a glance on the various types of reports used in an organization as well as discuss the contents of a business report.