

Examination**M B A SEM -I****Managerial Communication: Paper - 105 Code : 3123****Subject Title – Managerial Communication****Time : [2.5 Hours]****[Total Marks : 70]**

Q.1 (i) How is your understanding of managerial communication? What is the process of communication? 18

Or

Define managerial and discuss about various format of managerial communication

Q.1(ii) Write a short note on following 18

- a. Verbal Communication**
- b. Non-verbal Communication**
- c. Symbols used in Communication,**
- d. Barriers to Effective Communication**

Q.2.(i) How one can become a good listener. Illustrate 18

Or

What are the factors Hindering the good listening process

Q.2.(ii) Write a note on following 18

- a. Role Play**
- b. Listening Skill**

Q.3.(i) How effectively a telephone can become good tool for communication 17

Or

Discuss the role of Teleconferencing in communication in business

Q.3.(ii) Write a note on following 17

- a. Public Presentation**
- b. Visual Aids**

Q.4.(i) Illustrate the use of Group Discussions in Business Communication 17

Or

What is business letter. How to write an effective business letter 17

Q.4.(ii) Write a note on following

- a. Body language of a business letter**
- b. Job Applications**
- c. E-mails**