

19 OCT 2019

Examination Oct. 2019
MHRD Sem- I Paper No.:-103
Organizational and Managerial Communication
Subject Code: 2839

Time: 2.30 Hours

Marks: 70

Q: 1: A- Explain in detail the network of communication channel in an organisation. [14]

OR

Q: 1: A- Answer the following:

1. Process of communication.
2. Various definitions of communication.

Q: 1: B- Answer the following in 1-2 line. (Any Four) [04]

1. What is horizontal communication?
2. If you communicate with your subordinate, what type of communication do you do?
3. Which element is very much important in communication process?
4. What is grapevine channel in communication?
5. What do you mean by consensus?
6. The word communication is derived from which language?

Q: 2: A- Write a detail answer on non-verbal communication and its importance in managerial communication. [14]

OR

Q: 2: A- Answer the following:

1. Evaluate Dos and Don'ts of a good speech.
2. Explain Semantic barrier.

Q: 2: B- Answer the following in 1-2 line. (Any Four) [04]

1. What is verbal communication?
2. What is proxemics?
3. Give examples of group communication.
4. Why planning is important in public speaking?
5. How colors and symbols communicate?
6. Why is the audience important in presentation?

Q: 3:A- Explain 'conflict' and 'negotiation' in your words with appropriate examples from corporate sector. [14]

OR

Q: 3: A- Write short note on the following:

1. Mass-Media and PR Communication.
2. Group Decision making.

Q: 3: B- Answer the following in 1-2 line. (Any Three)

[03]

1. What is mass media?
2. Name the three types of media.
3. Give the full form of PR.
4. What are PR tools?
5. What is group decision making?

Q:4:A- Write a detail note on electronic revolution and its advantages in business communication.

[14]

OR

Q: 4:A- Write short note on the following:

1. Role of mass communication and information technology.
2. Advantages of electronic revolution.

Q: 4: B- Answer the following in 1-2 line. (Any Three)

[03]

1. What are the technologies used in communication?
2. What defines communication technology?
3. What is telecommunication?
4. Name the Apps that can be used for video conferencing.
5. Differentiate voice message and text message.