**CODE NO.MB107E**

**METHODIST COLLEGE OF ENGINEERING & TECHNOLOGY**

**(An Autonomous Institution)**

**M.B.A I-Semester (Regular) Examination, september-2023**

**Subject: Managerial communication**

**Time: 3 hours Max.Marks:60**

**Note: Missing data, if any, maybe suitably assumed.**

**PART-A**

**Answer All the questions.(05X2M=10M)**

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| --- | --- | --- | --- | --- |
| **Q.No** | **Questions** | **Marks** |  |  |
| **1 a** | **Types of communication** | **2** |  |  |
| **b** | **Expressive communication** | **2** |  |  |
| **c** | **Group Discussions** | **2** |  |  |
| **d** | **Exit Interview** | **2** |  |  |
| **e** | **Press conference** | **2** |  |  |
|  |  |  |  |  |

**PART-B**

**Answer Any Five questions**.**(5X10M=50M)**

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| --- | --- | --- | --- | --- | --- |
| **Q.No.** |  | **Questions** | **Marks** |  |  |
| **2** | **a** | **What are the types of listening?** | **10** |  |  |
| **b** | **Explain the principles of Feedback.** |  |  |  |
| **3** | **a** | **Explain briefly various types of reports.** | **10** |  |  |
| **b** | **How to make Email communication more effective?** |  |  |  |
| **4** | **a** | **Explain the use ofaudio-visualmedia in business presentations with examples.** | **10** |  |  |
| **b** | **What are the stages in preparing for and conduction negotiations** |  |  |  |
| **5** | **a** | **Write a note on a. Selection Interview b. Appraisal Interview** | **10** |  |  |
| **b** | **What is video conferencing? Give examples of use of video conferencing in Business.** |  |  |  |
| **6** | **a** | **What is Business Etiquette? Explain its importance.** | **10** |  |  |
| **b** | **Describe the ways and means of managing Government relations and communication?** |  |  |  |
| **7** | **a** | **What are communication barriers? Explain.** | **10** |  |  |
| **b** | **What are the essentials of effective business correspondence** |  |  |  |
| **8** | **a** | **What is the importance of voice in communication?** | **10** |  |  |
| **b** | **What is social media communication? Explain the benefits.** |  |  |  |
| **9** | **a** | **Discuss the importance of cross-cultural communication. Give two examples.** | **10** |  |  |
| **b** | **What is the relation between language and culture?** |  |  |  |

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