**CODE NO.MB107E**

**METHODIST COLLEGE OF ENGINEERING & TECHNOLOGY**

**(An Autonomous Institution)**

**M.B.A I-Semester (Supplementary) 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** | **Semantic barriers** | **2** |  |  |
| **b** | **Executive summary** | **2** |  |  |
| **c** | **Proxemics** | **2** |  |  |
| **d** | **Video conferencing** | **2** |  |  |
| **e** | **Press release** | **2** |  |  |
|  |  |  |  |  |

**PART-B**

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

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| **Q.No.** |  | **Questions** | **Marks** |  |  |
| **2** | **a** | **Explain the process of communication.** | **10** |  |  |
| **b** | **What are the major forms of communication?** |  |  |  |
| **3** | **a** | **What is the structure of a report?** | **10** |  |  |
| **b** | **What is Business letter? Discuss the essential parts of a business letter.** |  |  |  |
| **4** | **a** | **What are the essential principles of effective presentations?** | **10** |  |  |
| **b** | **What are the approaches to Negotiations?** |  |  |  |
| **5** | **a** | **List out various important aspects that should be placed in resume to make it more effective.** | **10** |  |  |
| **b** | **What are the dos and don’ts of social media communication?** |  |  |  |
| **6** | **a** | **Discuss the essentials for building better relations with media** | **10** |  |  |
| **b** | **What is cross cultural communication? What are the precautions to be taken in cross cultural communication?** |  |  |  |
| **7** | **a** | **What is the role of language in communication?** | **10** |  |  |
| **b** | **Draft a memo to the staff of XYZ Industries on how to adhere to timeframe for execution of their work** |  |  |  |
| **8** | **a** | **Discuss role of Non-Verbal Communication and its importance.** | **10** |  |  |
| **b** | **What is teleconferencing? Why is it important?** |  |  |  |
| **9** | **a** | **Explain the framework for managing Investor Relations.** | **10** |  |  |
| **b** | **What is communication Barrier? How to overcome communication barriers?** |  |  |  |

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