

SWAMI VIVEKANANDA YOGA ANUSANDHANA SAMSTHANA
(S-VYASA)

(declared as Deemed-to-be University under Section 3 of the UGC Act, 1956)
FINAL EXAMINATION

MSM T 403 + MSM P 401 Managerial Communication & Personal Growth Lab

Date : 25-May-2011

Time : 2Hr

Max Marks: 50

I. Answer the following [Any Two] :

2x9=18

- 1) Describe the various types of Barriers to communication. Explain each Barrier in detail.
- 2) What is the importance of 'Non-Verbal Communication'? Discuss various forms or media of non-verbal communication.
- 3) Describe the skills and techniques for writing better business documents. Identify and describe the different types of written communication in business and industry.
- 4) What is the difference between letters and memos? What is the purpose of memo? What is the general format for memo? Offer general guidelines for writing good business memos.
- 5) Explain the 'Functions of Business Letters'; and illustrate with examples how to write the following letters:
(i) Apology letter; (ii) Request letter

II. Write your own SWOT Analysis

3 Marks

III. Write Short Notes [Any Three]:

9 Marks

- 1) Functions of non-verbal communication
- 2) Grapevine
- 3) 'ANT's (Automatic Negative Thoughts)
- 4) Differences between Passive, Aggressive, and Assertive Behavior
- 5) Time Management

IV. Fill in the Blanks:

10x1=10

- 1) The Presidents of two countries greeting each other with a smile and warmly shaking each other's hand are engaged in _____ communication.
- 2) In _____, let a handshake last five to seven strokes; pulling away too soon may be interpreted as a sign of rejection.
- 3) Allow plenty of time to get to know the people you are dealing with people in _____. They are suspicious of people who are in hurry.

- 4) _____ communication occurs between people who are neither in the same department nor on the same level of hierarchy.
- 5) Communication is said to be _____ when it takes place between two employees of the same level in the organizational hierarchy.
- 6) In _____, never turn down food or drinks; it is an insult to refuse hospitality of any kind. But don't be too quick to accept either.
- 7) A great advantage of _____ communication is that it handles messages efficiently.
- 8) In many parts of _____, keeping the eyes lowered is a sign of respect.
- 9) In _____, never stick pens or other objects in your front suit pocket; doing so is considered gauche.
- 10) In _____, giving women a red rose is considered a romantic invitation; inappropriate if one is trying to establish a business relationship with her.

V. Case Study:

10x1=10

Case study: Making Presentation

Mr. Krishna was supposed to give a presentation on "TIME MANAGEMENT" at 11.00 am. He reached the venue at 11 am and after that he took half an hour to set the LCD projector and late the presentation started. It was well designed with many visual aids, examples and good language. In between he kept looking at the screen to read out the main points. During his speech, he kept repeating the words and at the end of presentation, which finished one hour later than its scheduled time, the manager of the company took the feedback of the presentation and to the surprise Mr. Krishna received completely negative feedback. He was unable to understand that even after preparing such a good presentation, why was the feedback negative?

Questions

- 1) Point out the mistakes committed by Mr. Krishna
- 2) Though the preparation was good, why was his presentation not well received?
- 3) How can Mr. Krishna improve his presentation skills?
- 4) How can we say that Mr. Krishna failed to do justice to his topic Time Management?

*****Wish you all the best*****