

**MBA 2<sup>nd</sup> Semester Examination, June 2020 (DDE)**

**[Session: July 2019- June 2021]**

**Subject- Managerial Communication and Skill Development**

**Paper - MBA 2103**

**Time-3 Hours**

**Full Marks: 80**

*The figures in the margin indicate full marks.  
Candidates are required to give their answers in their own words  
as far as practicable*

**Group-A**

**Answer any six questions**

**5×6=30**

1. Discuss, in brief, the functions of communication.
2. Formulate any five strategies for improving organizational communication.
3. State and discuss the AIDA model of advertising.
4. Explain the different components of a business letter.
5. Discuss the *Informational Roles* of a manager in an organization.
6. Explain the stages in the process of listening.
7. ‘Non-verbal communication should complement and supplement verbal communication’- Discuss.
8. Provide the outline of an inter-office memorandum (memo) for XYZ organization.

**Group-B**

**Answer any five questions**

**10×5=50**

9. Discuss the types of communication network in a business organization.
10. “There are certain factors that tend to hinder smooth flow of communication between the sender and the receiver” ---Discuss.
11. State and discuss the types of listening with suitable examples.
12. Elucidate the different elements of non-verbal communication.
13. Provide guidelines on planning and structuring of an effective presentation.
14. Provide the outline of a report on visit to a steel plant.
15. Suppose you are a Management graduate with xyz specialization. Prepare your Curriculum vitae (CV) keeping in mind a suitable hypothetical position in the organization ABC Ltd.