



INDIAN MARITIME UNIVERSITY

SCHOOL OF MARITIME MANAGEMENT

**June 2013 Examinations
FIRST SEMESTER**

MANAGERIAL COMMUNICATION

Subject Code: T 1106

Date: 17.06.2013

Time: 3 Hrs

QP Code: T0811106/ T0821106

Max. Marks: 75

PART – A

(10 X 1 = 10)

1. Communication means transfer of
 - a) ideas
 - b) feelings
 - c) messages
 - d) all the above

2. The informal flow of communication in an organisation is called as
 - a) Horizontal Communication
 - b) Spiral communication
 - c) Grapevine communication
 - d) Diagonal communication

3. Being 'emotionally illiterate' is
 - a) hiding the real feelings
 - b) communicating the emotions openly
 - c) understanding emotions perfectly
 - d) justifying emotions

4. A good listener
 - a) Pops out questions in between the conversation
 - b) resist distractions during conversation
 - c) starts giving advice in between the conversation
 - d) all the above

5. A business report can be
- a) Formal
 - b) Informal
 - b) Oral
 - d) All the above
6. A usage of 'emoticons' in an email means
- a) Using acronyms
 - b) Using of small symbols which displays some emotions like smile or sad face
 - c) Using business jargons
 - d) All the above
7. A plan that lists a professional's engagement for a proposed trip is called as
- a) proposal
 - b) inter- office memo
 - c) Itinerary
 - d) tour memo
8. Resume may also be called as
- a) Curriculum Vitae
 - b) Intro letter
 - c) Recommendation
 - d) All the above
9. "Imagine you are given a day's chance to be the prime minister of the nation. What would be your first plan of action?" - Which type of question category does the above question falls into?
- a) Credential question
 - b) Dumb question
 - b) Experience question
 - d) Managerial question
10. "*Kinesics*" is the study of
- a) Communication
 - b) Letter writing
 - c) Body language
 - d) None of the above

Answer any three of the following questions:

19. Explain briefly the following:

- i. Process of communication with diagram and
- ii. Purpose of Communication

20. "Successful Public Speeches are not just spoken words, they reach and touch the audience" – Justify this statement with strategies to make a public speech effective and interesting with suitable examples.

You are assigned as a 'study group captain' for a team of 5 students, for one month. Your task is to oversee and coordinate group studying. You are supposed to introduce innovative techniques among your group members to improve their performance in the forthcoming exams. Write a report to submit to your class Professor on each of your team member's performance during your group study period.

21. Explain in detail the formal structure of a technical proposal, with a sample title page.

22. Write a conversation between an employer and a prospective employee (who had attended the interview and got selected) regarding salary negotiation. (Not more than fifteen lines).
