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INDIAN MARITIME UNIVERSITY
(A CENTRAL UNIVERSITY, GOVERNMENT OF INDIA)

**M.B.A. (INTERNATIONAL TRANSPORTATION AND LOGISTICS MANAGEMENT /
PORT AND SHIPPING MANAGEMENT)
DEC '14 / JAN'15 END SEMESTER EXAMINATIONS
I SEMESTER**

MANAGERIAL COMMUNICATION (T 1106)

Time: 3 Hrs:
Date: 06-01-2015

MAX MARKS : 60
Pass Marks : 30

Section -A

(12x1=12Marks)

Answer all Questions. All questions carry equal marks

1. Which of the following is not an attribute of formal communication
 - (a) Hierarchy
 - (b) Authority
 - (c) Accountability
 - (d) Gossip

2. Kinesics is the study of
 - (a) Communication
 - (b) Letter writing
 - (c) Body language
 - (d) Time lag

3. Which of the following is not a part of technical communication
 - (a) Formal attitude
 - (b) Specific audience
 - (c) Using jargons at all levels
 - (d) No set pattern of communication

4. Biased listening is due to
 - (a) Prejudices
 - (b) Semantic aspects
 - (C) Arguments
 - (d) Partial deafness

5. Impromptu speech is recitation of

- (a) Words from memory
 - (b) Unexpected sudden and on the spot
 - (c) Planned with broad ideas but not memorized
 - (d) Reading of speech
6. Notice to a meeting must contain
- (a) Agenda
 - (b) Quorum
 - (c) Personal quality
 - (d) Minutes
7. Minutes of a meeting will not contain
- (a) Date & time
 - (b) Matters resolved
 - (c) Agenda
 - (d) Address of participants
8. In formal communication in an organization is called
- (a) Spiral communication
 - (b) Stress free communication
 - (c) Grapevine communication
 - (d) Diagonal communication
9. Itinerary is a program for the purpose of
- (a) Proposal for planning
 - (b) Professional trip
 - (c) Travel destination
 - (d) Persuasion
10. Ability to perceive ,appraise s and express emotion to access or generate feeling is called
- (a) Emotional intelligence
 - (b) Emotional problem
 - (c) Emotional growth
 - (d) Emotional Quotient
11. Bibliography does contain
- (a) Books referred
 - (b) Name of author
 - (c) Recommendations
 - (d) Publishers address
12. Globalization has lead to
- (a) Cross cultural communication

- (b) Lateral communication
- (c) Upward communication
- (d) Downwards communication

Section – B

(5 x 4=20 marks)

Answer any five questions not exceeding 200 words. All questions carry equal marks

- 13. Explain the need of managerial communication.
- 14. How is intrapersonal communication different from interpersonal communication?
- 15. Explain the barriers to effective listening.
- 16. What are the forms of oral communication that takes place in organizations?
- 17. Briefly explain the following:
 - 1) Quorum
 - 2) Minutes.
- 18. Explain persuasive communication & its importance in business.
- 19. What is an agenda? What are the points to be taken care of while drafting and circulating an agenda?

Section –C

(4 x 7= 28 Marks)

Answer question no 20.(compulsory) and any 3(three) from the rest :

- 20. Write a letter to the HR Manager of LQ Consultants, Esplanade ,Chennai, in response to their advertisement in the Hindu for the post of Management Trainee at a major newly opened Indian Port .You must highlight the essential qualities you possess that could make you the right candidate.
- 21. What is a research report? List the contents of a research report.
- 22. Non verbal communication is equally important as verbal communication. Discuss the types of non verbal communications used to convey messages.
- 23. A picture is worth a thousand words. Explain the role of visuals in oral presentations.
- 24. How are memos useful to an organization in the process of communication? Write a memo to your subordinate Mr. Yash asking him the reason for his absence from duty on 14 th November 2014 without prior permission.
- 25. State any 3 precautions to be taken while drafting complaint letters. List 3 occasions for writing complaint letters.
