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Sub Code: MAM 201

Roll No.

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MAM
(SEM II) THEORY EXAMINATION 2017-18
MANAGERIAL COMMUNICATION SKILLS-I

Time: 3 Hours**Total Marks: 100****Note:** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

- 1. Attempt all questions in brief. 2 x 10 = 20**
- a. Give an example of an abstract noun
 - b. What is a pronoun?
 - c. Define Communication?
 - d. What is downward communication?
 - e. Why written communication is considered important?
 - f. What is a non verbal communication?
 - g. Explain Business letter?
 - h. What is an opening Salutation?
 - i. Explain Press Release?
 - j. Explain "IMPACT"

SECTION B

- 2. Attempt any three of the following: 10 x 3 = 30**
- a. What do you understand by a Tense? Give an example of a simple present tense?
 - b. Explain the use of semicolon?
 - c. Differentiate between Intrapersonal and Interpersonal communication
 - d. Write a promotion letter to your subordinate telling him about his performance and the reasons for the promotion?
 - e. What is para language? Discuss its advantages and disadvantages?

SECTION C

- 3. Attempt any one part of the following: 10 x 1 = 10**
- (a) Discuss the common errors made in business writing?
 - (b) Explain adjective with an example?
- 4. Attempt any one part of the following: 10 x 1 = 10**
- (a) Discuss the Shannon-Weaver Model of communication?
 - (b) What are the various elements of communication? Explain.
- 5. Attempt any one part of the following: 10 x 1 = 10**
- (a) "Larger the size of the organization more is the need of an effective communication". Discuss the above statement with a suitable example?
 - (b) Barriers to Communication can be because of sender as well as receiver? Explain how?

6. Attempt any *one* part of the following: **10 x 1 = 10**

- (a) Discuss the components of a Business letter?
- (b) Explain the Fully indented style of letter writing?

7. Attempt any *one* part of the following: **10 x 1 = 10**

- (a) “Public speaking is an art, not everyone can do that”. Do you agree with this statement?
- (b) What is Body language? Discuss its advantages and disadvantages also?