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Printed Pages: 02 **Sub Code: MAM 201**

Paper Id: | 2 | 9 | 3 | 2 | 0 | 7 | **Roll No.** | | | | | | | | | | |

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?

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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?

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