

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077

Program: MFM (Batch 2018-21), Sem -I
Subject: Managerial Communication
(End Term Exam)

Maximum Marks: 50

Duration: 3 hours

Date: 23/11/2018

1. Q 1: Answer any five questions. (5*4=20 Marks)

1. Barriers in communication
2. Tell me about yourself
3. Feedback
4. 3*3 writing process for communication
5. Written and oral communication
6. Public speaking is an art. Discuss.
7. Five steps for an effective presentation.
8. Negotiation skills.

2. Q 2: Write short notes on any two of the following (2*5=10 Marks)

1. Difference between press release and press conference.
2. Difference between upward and downward organizational communication
3. Difference between a teleconferencing and video conferencing.
4. Difference between internet versus intranet.

3. Q 3: Answer any two of the following (10*2=20 Marks)

1. Write a job application letter for the post of manager finance in Mumbai. Attach your resume for selection process.
 2. Write a letter of Inquiry to a wholesale garments shop asking for; price, catalogue and other information.
 3. Write a Statement of purpose (SOP) for admission to a management program.
 4. Write the steps of a promotional campaign for 'branded shoes' just entering the market, different aspects involved in creating a brand image of the product.
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