



# GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2017-2019)  
SUPPLEMENTARY EXAMINATION (TERM-I)**

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Subject Name: **Managerial Communication**

Time: **02.00 hrs**

Subject Code: **PG-06**

Max Marks: **100**

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**Note:**

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section a carries 2 Case Studies, 20 marks each. Section B carries 2 questions of 20 marks each and Section C carries 5 questions 4 marks each.**

**SECTION-A**

**20×02 = 40 Marks**

**Q. 1: Case Study: Communication Barriers at Tourism & Hospitality Industry**

Tourism and hospitality is a diverse sector comprised of workers from varied cultures, backgrounds, ages, and languages. This is one of the reasons that this industry is so unique and full of challenges. Thus maintaining this diversity with utmost standards of procedures and operations to achieve customer delight can be very difficult.

In the case of a large hotel like Ritz-Carlton, where a housekeeping department is comprised of workers from all over the world, training can sometimes be a challenge to due language barriers and cultural barriers. And although many corporate properties have developed strong training programs, it's not always fully understood by each person in the room. Thus, the challenge is to develop effective training programs by making use of various technological platforms available in communication technology and by adding interesting yet simple material.

- A. Explain various technological platforms to make training programs effective and understandable by majority of the employees.**
- B. Explain the various communication challenges and obstacles that may lead to ineffectiveness of the training programs in reference to Tourism and Hospitality Industry.**

**Q. 2: Implied Question: Write a letter of application in response to the following advertisement: -**

Wanted Sales Executives. Candidates should be Graduate, Smart and Result-Oriented. Knowledge of basic MS Office Tools is preferred. Write to: Manager Recruitment, Box No. B- 404, The Times of India, Mumbai.

**SECTION-B**

**20×02 = 40 Marks**

**Q. 3:** An effective Speech is able to arouse the emotions of an audience, make audience logically understand by making use credibility of the Speaker. Explain various types of Persuasive Strategies involved in the above said statement with the help of examples.

**Q. 4:** Non-verbal communication is much more than making use of right body language to make interpersonal communication effective. Discuss various other types of Non-verbal Codes.

**SECTION-C**

**04×05 = 20 Marks**

**Q. 5 (A):** Briefly explain the significance of Interpersonal Communication and names of two techniques that can be used to make it more effective.

**Q. 5 (B):** Discuss the use of innovative technique Video Conferencing for various purposes in an organization.

**Q. 5 (C):** Elucidate the essential elements of a good Notice to be prepared for official communications.

**Q. 5 (D):** Discuss the purpose of writing an Interview Letter and a Letter of Reference.

**Q. 5 (E):** Explain the importance of Chronemics in Non-verbal communication with reference to the culture of Western and Asian Countries.