

Code No: 21BA1T6

I MBA - I Semester Supplementary Examinations DECEMBER – 2024

MANAGERIAL COMMUNICATION

Duration: 3 Hours

Max. Marks: 70

Note: 1. This question paper contains three Parts-A, Part-B and Part-C.

2. Part-A contains 8 short answer questions. Answer any **Five** Questions.
Each Question carries 2 Marks.

3. Part-B contains 5 essay questions with an internal choice from each unit.
Each Question carries 10 marks.

4. Part-C contains one Case Study for 10 Marks.

5. All parts of Question paper must be answered in one place

PART - A

1. a)	Define written communication with suitable example.
1. b)	Give your views on significance of listening skills.
1. c)	Identify any three interpersonal communication models.
1. d)	Explain the role of emotions in interpersonal communication.
1. e)	List key elements of a professional telephone conversation.
1. f)	What is report writing?
1. g)	Define video conferencing.
1. h)	Give a list of different Interview techniques.

PART – B

			BL	CO	Max. Marks
<u>UNIT – I</u>					
2.	a)	Illustrate the process of human communication with relevant examples.			5 M
	b)	Demonstrate different steps involved in training session on improving non-verbal communication.			5 M

OR			
3.	a)	Identify the impact of non-verbal communication in business interactions.	5 M
	b)	Demonstrate the role of silence as a communication tool and also provide suitable examples.	5 M
<u>UNIT – II</u>			
4.	a)	Distinguish different models of interpersonal communication.	5 M
	b)	Illustrate the differences between formal and informal communication with examples.	5 M
OR			
5.	a)	Explain the challenges faced in cross-cultural communication.	5 M
	b)	Discuss how communication styles influence organizational success?	5 M
<u>UNIT-III</u>			
6.	a)	Analyze how telephone etiquette contributes to business success?	5 M
	b)	Identify the major guideline for conducting productive business meetings.	5 M
OR			
7.	a)	Demonstrate the role of meetings in the decision-making process.	5 M
	b)	Give a format for creating a sample business letter for customer complaint resolution.	5 M
<u>UNIT – IV</u>			
8.	a)	Explain structure of a formal report and also provide suitable example for formal report.	5 M

	b)	Prepare a well-structured business report format for project evaluation.	5 M
OR			
9.	a)	Compare and contrast negative and persuasive reporting.	5 M
	b)	Prepare a proposal for launching a new service in a competitive market.	5 M
<u>UNIT – V</u>			
10.	a)	Discuss various types of business presentations with examples.	5 M
	b)	Formulate how communication etiquettes can enhance client relationships with suitable examples?	5 M
OR			
11.	a)	Create a presentation outline by taking an example from the sales pitch.	5 M
	b)	Design an interview training session for HR professionals.	5 M

PART –C

			BL	CO	Max. Marks
12.	<p>Case Study: Professional Writing Basics</p> <p>Background: You are the manager of a mid-sized IT company. One of your key clients has reported dissatisfaction with a recent project delivery due to delays and incomplete features. You need to respond professionally through business correspondence, ensuring the client feels heard and assured of corrective actions.</p>				10 M

	<p>Additionally, you need to arrange an internal meeting to address the project management issues and improve future project deliveries.</p> <p>Questions:</p> <ol style="list-style-type: none">1. What are the essential components of a professional business letter?2. Why is it important to maintain a formal tone in business correspondence when addressing client concerns?3. Draft a professional email inviting team members to an internal project review meeting, specifying the agenda and meeting details.4. Evaluate how the tone, structure, and clarity of a business letter can influence a client's perception of the company's professionalism.	
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