

Code No: **21BA1T6****I MBA - I Semester Regular/ Supplementary Examinations  
FEBRUARY - 2023****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

BL – Blooms Level

CO – Course Outcome

**PART - A**

		BL	CO
1. a)	Examine the passive listening?	L1	CO1
1. b)	Differentiate between formal and informal Communication.	L2	CO2
1. c)	Identify the objectives of Report Writing.	L2	CO3
1. d)	Summarize the structure of special reporting.	L2	CO4
1. e)	Examine the role of communication etiquette.	L1	CO5
1. f)	Infer the categories of silence.	L2	CO1
1. g)	Explain about time management.	L2	CO2
1. h)	Enumerate the elements of meetings.	L1	CO3

## PART – B

			BL	CO	Max. Marks
<b><u>UNIT – I</u></b>					
2.		Define communication. Explain the role of communication in business.	L2	CO1	10 M
OR					
3.		Demonstrate the process of developing listening skills and improving non-verbal communication skills.	L3	CO1	10 M
<b><u>UNIT – II</u></b>					
4.	a)	Discuss the gateways to effective interpersonal communication.	L2	CO2	5 M
	b)	Explain the role of emotion in interpersonal communication.	L2	CO2	5 M
OR					
5.		Explain the importance of Cross-Cultural Communication and the challenges faced in Cross-Cultural Communication.	L2	CO2	10 M
<b><u>UNIT-III</u></b>					
6.		Discuss the essentials of effective business correspondence.	L2	CO3	10 M
OR					
7.	a)	Demonstrate the effective telephone conversation.	L3	CO3	5 M
	b)	Illustrate the various business letter and forms.	L3	CO3	5 M
<b><u>UNIT – IV</u></b>					
8.	a)	Explain Negative report and Persuasive report.	L2	CO4	5 M
	b)	Demonstrate the structure of reports.	L3	CO4	5 M
OR					

9.	Define and distinguish between formal reports and informal reports.	L2	CO4	10 M
<b><u>UNIT – V</u></b>				
10.	Define and differentiate between formal and informal interview techniques.	L2	CO5	10 M
<b>OR</b>				
11.	a) Describe the different types of presentation? Explain in detail.	L2	CO5	5 M
	b) Explain the techniques of presentation.	L2	CO5	5 M

### **PART –C**

		BL	CO	Max. Marks
12.	<p>Sushma works in Infosoft solutions Pvt Ltd. She works there as project leader. Occasionally her job demands coming early for her duties or stay till late evening hours. Once she was handling 2 projects simultaneously and on one such day she had convened a meeting with her team members regarding project delivery. She had called her team members at 8:00 hours.</p> <p>Sushma is a disciplinarian and generally she follows duty timings strictly. Discipline starts with me, was her firm principle. She had made a habit of coming 5 minutes early at least. However, on that day she could not make meeting time of 08:00 hours and she was worried of her reputation could be at stake.</p> <p>Time was 08:05 and she reached main gate of her company. Hurriedly she swiped her card and rushed towards board room. That time few housemen were doing cleaning. One of the housemen had spread soap solution on the floor.</p>	L3	CO1	10 M

Unaware of what is on the floor, she continued to rush to the board room. In hurry, Sushma slipped her foot. The floor was made of marbles and soap solution was sprinkled over it. The floor had become quite slippery. Sushma could not control her balance on the slippery floor and fell down. Slippery floor dragged her couple of feet further.

The impact was so strong that she wailed loudly. Her team members rushed to help her. Somehow she could get up with the help of her team members. Considering her wailing because of pain, she was taken to the hospital. In the hospital it was discovered that her hip bone was broken. Later she was immobile for about two months because of hip injury.

Later in investigation, it was revealed that the houseman was cleaning the floor had not put the display board “Caution: Floor is Wet”.

**Questions:**

- a) Identify the Sushma situation and attitude to handling two projects simultaneously?
- b) If you are in the place of Sushma did you face the same situation? Give reason?
- c) Did the houseman done right thing, not to display the board “Floor is Wet”.