

Code No: **24BA1T6**

**I MBA - I Semester - Regular Examinations
DECEMBER 2024**

MANAGERIAL COMMUNICATION

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains two Parts: Part-A and Part-B.
 2. Part-A contains 5 essay questions with an internal choice from each unit.
 Each Question carries 12 marks.
 3. Part-B contains one Case Study for 10 Marks.
 4. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

			BL	CO	Max. Marks
<u>UNIT – I</u>					
1.	a)	Discuss the various objectives of communication in business with examples of how these objectives can be met in a real business scenario.	L2	CO1	6 M
	b)	Analyze the importance of each component in the communication process and how failure in one part can lead to communication breakdown.	L4	CO1	6 M
OR					
2.	a)	Explain the concept of silence in communication and analyze its significance and effects in professional interactions.	L2	CO1	6 M

	b)	Analyze the importance of non-verbal communication in business, with a focus on how gestures, facial expressions, and posture can affect workplace communication.	L4	CO1	6 M
<u>UNIT – II</u>					
3.	a)	Identify the importance of both formal and informal communication in an organization. How do they complement each other in maintaining smooth operations?	L3	CO2	6 M
	b)	Discuss the role of cultural awareness in improving communication between teams from different countries.	L2	CO2	6 M
OR					
4.	a)	Analyze the role of Johari Window in the intrapersonal communication in leadership development and personal growth within an organizational context.	L4	CO2	6 M
	b)	Discuss the impact of emotions on interpersonal communication, with a focus on how emotional intelligence can improve communication effectiveness in a professional setting.	L2	CO2	6 M
<u>UNIT-III</u>					
5.	a)	Explain the essentials of effective business correspondence with examples of how businesses can ensure their messages are clear, concise, and professional.	L2	CO3	6 M

	b)	Illustrate the significance of meetings in organizational decision-making and communication. Provide strategies to ensure meetings are productive and result-oriented.	L3	CO3	6 M
OR					
6.	a)	Analyze the importance of organizing information in a logical manner in business reports and how structure influences clarity and impact.	L4	CO3	6 M
	b)	Explain the purpose and structure of formal reports in business, focusing on their use in management decision-making, project evaluation, and financial reporting.	L2	CO3	6 M
<u>UNIT – IV</u>					
7.	a)	Analyze the steps involved in preparing and delivering a successful speech of introduction. Provide an example of a situation where this type of speech would be important.	L4	CO4	6 M
	b)	Explain the role of occasional speeches in formal and informal business events. What are the challenges in delivering these speeches effectively?	L2	CO4	6 M
OR					
8.	a)	Explain the different types of presentations and their relevance in various business scenarios.	L2	CO4	6 M

	b)	Analyze the challenges of conducting video conferences and propose strategies to overcome these issues.	L4	CO4	6 M
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UNIT – V

9.	a)	Explain the process of conducting a self SWOT analysis and its significance in personal and professional growth.	L2	CO5	6 M
	b)	Demonstrate the role of body language in interviews, focusing on how posture, eye contact, and gestures can affect the interviewer’s perception of the candidate.	L3	CO5	6 M

OR

10.	a)	Analyze the significance of a well-written covering letter when applying for a job in an MNC. What should be included to make it stand out to recruiters?	L4	CO5	6 M
	b)	Interpret the role of office etiquette in creating a harmonious workplace. Provide examples of appropriate behaviors that contribute to a positive work culture.	L3	CO5	6 M

PART – B

	CASE STUDY	BL	CO	Max. Marks
11.	Stellar Inc., a mid-sized manufacturing company, was facing a major issue in meeting production deadlines for a new product launch. The company's sales team promised clients faster	L5	CO2	10 M

delivery times without consulting the production team. When production struggled to meet the deadlines, tensions grew between the departments.

After analyzing the situation, the CEO realized that the root of the problem was poor communication between departments. The sales team had not clearly communicated client expectations to the production team, and production was unaware of the new timelines until it was too late. This led to rushed processes, mistakes in manufacturing, and ultimately, delayed shipments to clients.

To address this issue, the CEO introduced cross-departmental meetings where sales, production, and logistics teams could communicate regularly about client needs, production capacities, and delivery schedules. The goal was to ensure that all teams were aligned and that any potential issues were identified early on.

Questions:

1. How did poor communication between departments affect Stellar Inc.'s ability to meet its production deadlines?
2. What steps could Stellar Inc. have taken earlier to prevent the communication breakdown?
3. How can regular cross-departmental meetings improve overall business performance at Stellar Inc.?