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20MBA16

## First Semester MBA Degree Examination, July/August 2022 Managerial Communication

Time: 3 hrs.

Max. Marks: 100

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.  
2. Question No. 8 is compulsory.**

- 1 a. What is Communication? (03 Marks)  
b. Classify Communication and explain with examples. (07 Marks)  
c. Elucidate the barriers in Communication. (10 Marks)
- 2 a. What do you understand by Elevator Pitching? (03 Marks)  
b. Briefly explain the principles of successful oral communication. (07 Marks)  
c. Explain the components of a Good presentation. (10 Marks)
- 3 a. What do you understand by Persuasive letter? (03 Marks)  
b. Explain in detail the 3 \* 3 writing process. (07 Marks)  
c. Assuming you are a Sales Manager of Brown & Brown Agency, write a letter to your client Smith Electronics asking for feedback of the Electronic gadgets purchased in bulk from your Company. (10 Marks)
- 4 a. What is Resolution? (03 Marks)  
b. Explain the process of Case Analysis. (07 Marks)  
c. Assuming you are the Head of Student Council, draft a Notice, inviting your Council members for meeting to discuss on organizing a "Management Fest" in your College. Also, draft an Agenda of the meeting. You are also required to write the minutes of meeting assuming that the meeting is over. (10 Marks)
- 5 a. What do you mean by Cover Letter for a Resume? (03 Marks)  
b. Briefly explain the points you would consider while planning a meeting. (07 Marks)  
c. Assuming you have an interview to attend next week, how would you prepare for a Job interview? (10 Marks)
- 6 a. List the various types of Non Verbal Communication. (03 Marks)  
b. Explain the various Negotiation Strategies. (07 Marks)  
c. Elaborate on the various Technological Advancements in Business Communication. (10 Marks)
- 7 a. What do you mean by Communication in a Cross Cultural Setting? (03 Marks)  
b. Explain the various factors that affect negotiation. (07 Marks)  
c. Summarize the 10 steps in Business pitching. (10 Marks)
- 8 a. Design the layout of Email interface covering all the fields and draft an email to the CHRO of Reliance Industries Ltd., inviting him/her as Chief Guest for the Graduation Day Ceremony at your Institution. (10 Marks)  
b. Assuming you are a Placement Officer and preparing students in Email writing. What are the Do's and Dont's in writing an email that you will explain? (10 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.