

R.N.G.PATEL INSTITUTE OF TECHNOLOGY-RNGPIT
(An Autonomous College U/s UGC Act 1956)

MBA SEMESTER-I, SEMESTER END EXAMINATION – SUMMER 2025

Subject Code: 1MB1106

Date: 21-05-2025

Subject Name: MANAGERIAL COMMUNICATION

Time: 11:00 AM to 02:00 PM

Total Marks: 70

Instructions

1. It is **compulsory** for students to write **Enrolment No. /Seat No.** on the question paper.
2. Write answers of **Section A** and **Section B** in **separate answer books**.
3. Attempt all questions from both **Section A** and **Section B**.
4. Each section carries **35 marks**, with a total of **70 marks** for the examination.
5. The figures to the right of each question indicate full marks, make suitable assumptions with justification.
6. BL - Bloom's Taxonomy Levels (R-Remember, U-Understanding, A –Application, N –Analyze, E – Evaluate, C -Create), CO - Course Outcomes.

SECTION A

	Marks	BL	CO
Q.1 Multiple-Choice Questions	[05]		
(a) Which of the following is NOT a form of communication?	1	R	1
(i) Verbal communication (ii) Written communication (iii) Non-verbal communication (iv) Silent treatment			
(b) Which barrier occurs when words are misunderstood between sender and receiver?	1	U	1
(i) Physical barrier (ii)) Semantic barrier (iii) Organizational barrier (iv) Psychological barrier			
(c) Which of the following is NOT one of the Seven Cs of Effective Communication?	1	U	1
(i) Clarity (ii) Concreteness (iii) Confusion (iv) Correctness			
(d) In a group discussion, what is one common barrier?	1	R	2
(i) Listening carefully (ii) Dominating by a few members (iii) Clear speaking (iv) Equal participation			

- (e) Which of the following is a non-verbal symbol of communication? **1 U 2**
- (i) Speaking (ii) Email
- (iii) Eye contact (iv) Telephone call

- Q.2 Attempt Any Two [10]**
- (a) Explain the importance of effective communication in a business environment. Give two real-world examples. **5 U 1**
- (b) Draw and describe the communication process model with a simple diagram. **5 R 1**
- (c) Explain different types of business meetings and highlight the key procedures followed during a formal meeting. **5 R 2**
- Q.3 Attempt Any Two [10]**
- (a) List the steps required for a successful interview. Why is preparation important before an interview? **5 U 2**
- (b) Define interpersonal communication. Why is it important for building professional relationships? **5 A 2**
- (c) List and explain any four benefits of effective communication in business organizations **5 R 1**
- Q.4 Attempt Any Two [10]**
- (a) Briefly describe different forms of communication with suitable examples. **5 R 1**
- (b) What are the Seven C's of Effective Communication? Explain any four of them with examples. **5 A 2**
- (c) Discuss any five common barriers to effective communication and suggest ways to overcome them **5 U 1**

SECTION B

Marks BL CO

Q.5 Multiple-Choice Questions

[05]

- | | | | |
|--|----------|----------|----------|
| <p>(a) In a formal business proposal, the executive summary primarily serves which of the following purposes?</p> <p style="margin-left: 40px;"> (i)To provide a technical overview of the methodology used (ii)To give a comprehensive background of the organization
 (iii)To summarize the proposal's objectives, benefits, and key points for decision-makers (iv)To include a breakdown of the project's financial expenditures </p> | 1 | R | 3 |
| <p>(b) Which of the following types of communication is used for brief, internal messages within an organization?</p> <p style="margin-left: 40px;"> (i)Business Proposal (ii)Memorandum (Memo)
 (iii)Press Release (iv)Agenda </p> | 1 | R | 3 |
| <p>(c) What is the primary purpose of a cover letter when submitting a resume?</p> <p style="margin-left: 40px;"> (i)To list all previous job experiences (ii)To explain gaps in employment
 (iii)To introduce the applicant and highlight relevant qualifications (iv)To outline company policies </p> | 1 | R | 3 |
| <p>(d) What is a key characteristic of effective problem-solving in a professional setting?</p> <p style="margin-left: 40px;"> (i)Focusing on finding who caused the issue (ii)Quickly selecting the first available solution
 (iii)Analyzing root causes and generating multiple solution options (iv)Avoiding risks by escalating all issues to management </p> | 1 | R | 3 |
| <p>(e) In the context of empathy at work, which behavior best reflects this soft skill?</p> <p style="margin-left: 40px;"> (i)Agreeing with colleagues to maintain peace (ii)Prioritizing team goals over personal emotions
 (iii)Actively listening to a colleague's concern without judgment (iv)Offering advice immediately without understanding the full issue </p> | 1 | R | 3 |

Q.6	Attempt Any Two	[10]		
	(a) Discuss the key components of an effective resume.	5	U	3
	(b) Define a memorandum. What are the key features that differentiate it from other forms of business communication?	5	U	4
	(c) Define problem-solving in a professional context. Explain the steps involved in an effective problem-solving process.	5	U	5
Q.7	Attempt Any Two	[10]		
	(a) Draft a cover letter applying for the position of Marketing Executive in a reputed FMCG company. Assume suitable details.	5	C	3
	(b) Draft a formal email to your company's HR manager requesting a transfer to another branch due to personal reasons.	5	C	3
	(c) Define soft skills. Discuss their importance in the professional success of individuals.	5	N	4
Q.8	Attempt Any Two	[10]		
	(a) What is the significance of interpersonal skills in a professional setting? Discuss their impact on workplace relationships.	5	E	4
	(b) Explain the importance of teamwork in achieving organizational goals. Mention any four characteristics of an effective team.	5	E	5
	(c) Discuss the importance of adaptability in the workplace. How can an employee demonstrate adaptability during organizational change?	5	A	5
