

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

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|---|---------------------|---|---|
| (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 | | |

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|---|-------------|---|---|
| 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] | | |
| (a) In a formal business proposal, the executive summary primarily serves which of the following purposes? <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> (i)To provide a technical overview of the methodology used (iii)To summarize the proposal's objectives, benefits, and key points for decision-makers </div> <div style="width: 48%;"> (ii)To give a comprehensive background of the organization (iv)To include a breakdown of the project's financial expenditures </div> </div> | 1 | R | 3 |
| (b) Which of the following types of communication is used for brief, internal messages within an organization? <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> (i)Business Proposal (iii)Press Release </div> <div style="width: 48%;"> (ii)Memorandum (Memo) (iv)Agenda </div> </div> | 1 | R | 3 |
| (c) What is the primary purpose of a cover letter when submitting a resume? <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> (i)To list all previous job experiences (iii)To introduce the applicant and highlight relevant qualifications </div> <div style="width: 48%;"> (ii)To explain gaps in employment (iv)To outline company policies </div> </div> | 1 | R | 3 |
| (d) What is a key characteristic of effective problem-solving in a professional setting? <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> (i)Focusing on finding who caused the issue (iii)Analyzing root causes and generating multiple solution options </div> <div style="width: 48%;"> (ii)Quickly selecting the first available solution (iv)Avoiding risks by escalating all issues to management </div> </div> | 1 | R | 3 |
| (e) In the context of empathy at work, which behavior best reflects this soft skill? <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> (i)Agreeing with colleagues to maintain peace (iii)Actively listening to a colleague's concern without judgment </div> <div style="width: 48%;"> (ii)Prioritizing team goals over personal emotions (iv)Offering advice immediately without understanding the full issue </div> </div> | 1 | R | 3 |

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|------------|---|-------------|---|---|
| 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 |
