

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

MBA SEMESTER-I, SEMESTER END EXAMINATION - WINTER 2024

Subject Code: 1MB1106

Date: 23-01-2025

Subject Name: MANAGERIAL COMMUNICATION

Time: 09:00 AM to 12:00 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	U	1
(i) Verbal Communication (ii) Non-verbal Communication (iii) Imaginary Communication (iv) Written Communication			
(b) Which of the following is a barrier to effective communication?	1	R	1
(i) Active listening (ii) Language differences (iii) Non-verbal cues (iv) Clear feedback			
(c) What does the term "self-perception" refer to in interpersonal communication?	1	U	2
(i) How others perceive us (ii) How we perceive ourselves (iii) How we communicate with others (iv) How we organize meetings			
(d) What is the primary role of feedback in communication?	1	A	1
(i) To initiate the process (ii) To decode the message (iii) To ensure the message is understood (iv) To end the communication			

- (e) What is a common barrier in group discussions? 1 R 2
- (i) Cooperation (ii) Lack of preparation
- (iii) Effective leadership (iv) Team spirit

- Q.2 Attempt Any Two** **[10]**
- (a) Explain the communication process with a diagram. 5 U 1
- (b) List and explain the Seven C's of effective communication. 5 R 1
- (c) Identify and explain three barriers to effective communication. 5 U 1
- Q.3 Attempt Any Two** **[10]**
- (a) What are the key attributes of personality building? 5 N 4
- (b) Explain the steps for successful interviews. 5 A 4
- (c) Describe the participant's responsibilities in a meeting. 5 U 5
- Q.4 Attempt Any Two** **[10]**
- (a) Discuss the importance of verbal communication in business. 5 U 1
- (b) Differentiate between verbal and non-verbal communication. 5 N 1
- (c) What are the benefits of effective communication in a business setting? 5 U 1

SECTION B

Marks BL CO

Q.5 Multiple-Choice Questions

[05]

- (a) Before volunteering someone's name as a reference, always
- (i) Assume you have permission to do so.
 - (ii) Ask that person's permission.
 - (iii) Describe your relationship with that person.
 - (iv) List that person's address and phone number for ease of contact.
- (b) When you describe your work experience on your résumé, you should
- (i) Start with your most recent job and work back chronologically.
 - (ii) Describe one or two jobs in detail so that employers get an idea of your work ethic.
 - (iii) List only full-time positions.
 - (iv) Try to come up with fancier titles for the jobs you've held.
- (c) An ethical persuasive argument
- (i) is a contradiction in terms
 - (ii) Focuses on how the audience's actions will benefit the sender.
 - (iii) Includes any evidence the sender can come up with, whether or not it's relevant.
 - (iv) Influences audience members by providing information that allows them freedom to choose.
- (d) The best way to counteract feelings of shyness, self-consciousness, or nervousness about job interviews is to
- (i) Identify and deal with the source of these feelings.
 - (ii) Use humor to mask these feelings.
 - (iii) Act overly confident to counteract these feelings.
 - (iv) See a psychotherapist, since you obviously can't deal with such a serious problem on your own.
- (e) When introducing yourself to someone in a business context, you should always include a brief description of
- (i) One of your personal interests or hobbies.
 - (ii) Your role in the company.
 - (iii) Your company's history.
 - (iv) All of these.

Q.6	Attempt Any Two	[10]		
	(a) Which are Seven Cs of Letter Writing?	5	U	3
	(b) Write a brief note on Time Management.	5	U	4
	(c) Prepare a Notice for employees submitting all family member details for Group Medical Policy purpose.	5	E	5
Q.7	Attempt Any Two	[10]		
	(a) Which questions would you ask as an Interviewer to select Sales Executive for offering Home Appliances Company?	5	E	5
	(b) Explain various sources of Creativity that can be considered for making conducive workplace environment ideas.	5	U	4
	(c) According to you, which are Email Etiquettes for Business Correspondence?	5	U	3
Q.8	Attempt Any Two	[10]		
	(a) What is Research Proposal? Outline don'ts while writing Research Proposal.	5	U	3
	(b) Which are various components (structure) of Business Report?	5	U	3
	(c) How a manager can get best results through Team Work?	5	U	4
