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Enrolment No/Seat No.: _

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 Subject Name: MANAGERIAL COMMUNICATION Time: 11:00 AM to 02:00 PM

Total Marks: 70

Date: 21-05-2025

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	со
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 n	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 co Give two real-world examples.	ommunication in a business environment.	5	U	1
	(b) Draw and describe the communication	n process model with a simple diagram.	5	R	1
	(c) Explain different types of business me followed during a formal meeting.	eetings and highlight the key procedures	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. relationships?	Why is it important for building professional	5	A	2
	(c) List and explain any four benefits of e organizations	effective communication in business	5	R	1
Q.4	Attempt Any Two		[10]		
	(a) Briefly describe different forms of con	mmunication with suitable examples.	5	R	1
	(b) What are the Seven C's of Effective C with examples.	Communication? Explain any four of them	5	A	2
	(c) Discuss any five common barriers to overcome them	effective communication and suggest ways to	5	U	1

SECTION B

	Μ	Iarks	BL	CO
Multiple-Choice Questions	I	[05]		
(a) In a formal business proposal, the executive summary primarily	y serves which	1	R	3
of the following purposes?				
(i)To provide a technical overview (ii)To give a comprehension	ive background			
of the methodology used of the organization				
(iii)To summarize the proposal's (iv)To include a breakdow	wn of the			
objectives, benefits, and key project's financial ex points for decision-makers	kpenditures			
(b) Which of the following types of communication is used for brief in	stamel massages	1	р	3
within an organization?	nemai messages	1	ĸ	3
(i)Business Proposal (ii)Memorandum (Memo))			
(iii)Press Release (iv)Agenda				
(c) What is the primary purpose of a cover letter when submitting a res	ume?	1	R	3
(i)To list all previous job (ii)To explain gaps in emp	ployment			
experiences				
(iii)To introduce the applicant and (iv)To outline company p	policies			
highlight relevant qualifications				
(d) What is a key characteristic of effective problem-solving in a	professional	1	R	3
setting?				
(i)Focusing on finding who caused (ii)Quickly selecting the f	first available			
the issue solution				
(iii)Analyzing root causes and (iv)Avoiding risks by esc	alating all			
generating multiple solution issues to management options	nt			
(e) In the context of empathy at work, which behavior best reflect	ts this soft	1	R	3
skill?				
(i)Agreeing with colleagues to (ii)Prioritizing team goals	s over personal			
maintain peace emotions	_			
(iii)Actively listening to a (iv)Offering advice imme	ediately without			
	ll issue			
	 (a) In a formal business proposal, the executive summary primarily of the following purposes? (i)To provide a technical overview (ii)To give a comprehens of the methodology used of the organization (iii)To summarize the proposal's (iv)To include a breakdor objectives, benefits, and key project's financial expoints for decision-makers (b) Which of the following types of communication is used for brief, in within an organization? (i)Business Proposal (ii)Memorandum (Memorality) (ii)Press Release (iv)Agenda (c) What is the primary purpose of a cover letter when submitting a rest (i)To list all previous job (ii)To autime company phighlight relevant qualifications (d) What is a key characteristic of effective problem-solving in a setting? (i)Focusing on finding who caused (ii)Quickly selecting the setting? 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(i) To list all previous job (ii) To explain gaps in employment experiences (iii) To introduce the applicant an generating multiple solution is used for brief, stavailable solution (i) What is a key characteristic of effective problem-solving in a professional setting? (i) Focusing on finding who caused is value in suce to management options (iii) Analyzing root causes and generating multiple solution is used to be streflects this soft skill? (i) Agreeing with colleagues to quark at work, which behavior best reflects this soft skill? (i) Agreeing with colleagues to quark at work with behavior point applicate this and and generating multiple solution is used to prove the streflect without and the prove at work without colleague's concern without understanding the full issue	Multiple-Choice Questions[05](a) In a formal business proposal, the exective summary primarily serves while of the following purposes?1(i) To provide a technical overview(ii) To give a comprehensive background of the methodology used of the organization(iii) To summarize the proposal's (iv) To include a breakdown of the objectives, benefits, and key project's financial expenditures points for decision-makers1(i) Which of the following types of commentation is used for brief, internal messages within an organization?(ii) Memorandum (Memo)1(ii) Press Release(iv) Agenda1(c) What is the primary purpose of a cover tert when submitting a resume?1(i) To list all previous job(ii) To cutline company policies highlight relevant qualificatiom:1(ii) To introduce the applicant and setting?(i) Analyzing port causes and solution1(iii) Analyzing not causes and civi Solution(iv) Avoiding risks by escalating all generating multiple solution is used to rest reflects this soft to issue o nanagement options1(iii) Analyzing not causes and civi Avoiding risks by escalating all generating multiple solution is sues to management options1(i) Agreeing with colleagues to civit be havior best reflects this soft skill?1(i) Agreeing with colleagues to civit issue o management options1(iii) Actively listening to a understanding the full issue1(iii) Analyzing poace(ii) Prioritizing team goals over personal emotions(iii) Analyzing root causes and civit issue to management options1(iii) Aritic personal maintain peace(ii) Prioritizing team goals over personal emo	Multiple-Choice Questions [05] (a) In a formal business proposal, the exercise summary primarily serves which of the following purposes? 1 R (i)To provide a technical overview of the organization (i)To give a comprehensive background of the methodology used of the organization R (ii)To summarize the proposal's objectives, benefits, and key objectives, benefits, and key project's financial expenditures objectives, benefits, and key project's financial expenditures 1 R (b) Which of the following types of communeation is used for brief, internal messages within an organization? 1 R (i)D susiness Proposal (ii)Memorandum (Memo) 1 R (i)D that is the primary purpose of a cover tere when submitting a resume? 1 R (i)To list all previous job (ii)To cutatine company policies highlight relevant qualifications 1 R (i)O What is a key characteristic of effecture problem-solving in a professional generating multiple solution 1 R (iii)Analyzing root causes and generating multiple solution (iv)Avoiding risks by escalating all generating multiple solution 1 R (i) Agreeing with colleagues to genoins (i)Prioritizing team goals over personal generating multiple solution 1 R (iii) Acaively fistening to a colleague's concern without genoins (i)Prioritizin

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	С	3	
	(b) Draft a formal email to your company's HR manager requesting a transfer to another branch due to personal reasons.	5	С	3	
	(c) Define soft skills. Discuss their importance in the professional success of individuals.	5	Ν	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	Ε	4	
	(b) Explain the importance of teamwork in achieving organizational goals. Mention any four characteristics of an effective team.	5	Ε	5	
	(c) Discuss the importance of adaptability in the workplace. How can an employee demonstrate adaptability during organizational change?	5	A	5	
