

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]		
(a) In a formal business proposal, the executive summary primarily serves which of the following purposes? <div> <div>(i)To provide a technical overview of the methodology used</div> <div>(ii)To give a comprehensive background of the organization</div> <div>(iii)To summarize the proposal's objectives, benefits, and key points for decision-makers</div> <div>(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> <div>(i)Business Proposal</div> <div>(ii)Memorandum (Memo)</div> <div>(iii)Press Release</div> <div>(iv)Agenda</div> </div>	1	R	3
(c) What is the primary purpose of a cover letter when submitting a resume? <div> <div>(i)To list all previous job experiences</div> <div>(ii)To explain gaps in employment</div> <div>(iii)To introduce the applicant and highlight relevant qualifications</div> <div>(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> <div>(i)Focusing on finding who caused the issue</div> <div>(ii)Quickly selecting the first available solution</div> <div>(iii)Analyzing root causes and generating multiple solution options</div> <div>(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> <div>(i)Agreeing with colleagues to maintain peace</div> <div>(ii)Prioritizing team goals over personal emotions</div> <div>(iii)Actively listening to a colleague's concern without judgment</div> <div>(iv)Offering advice immediately without understanding the full issue</div> </div>	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
