

# CBCS SCHEME

USN

MBA106

## First Semester MBA Degree Examination, Dec.2024/Jan.2025 Managerial Communication

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.  
2. Question No. 8 is compulsory.  
3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
Q.1	a.	What do you understand by Communication in Crisis.	3	L1	CO1
	b.	Explain the components of communication process in detail.	7	L2	CO1
	c.	Illustrate in detail Communication Structure in Organization.	10	L3	CO1
Q.2	a.	What is Conversational Control?	3	L1	CO1
	b.	Explain in detail Process of Listening.	7	L2	CO3
	c.	Identify and explain the different modes of Oral Communication in an organization.	10	L3	CO3
Q.3	a.	What is the Purpose of Writing.	3	L1	CO2
	b.	Analyze the 3x3 writing process in business communication.	7	L4	CO2
	c.	Discuss in detail different types of Business Letters.	10	L2	CO2
Q.4	a.	What is Proposal?	3	L1	CO4
	b.	Discuss the procedures to be followed during Meetings.	7	L2	CO4
	c.	Explain the components of the Business Report.	10	L2	CO3
Q.5	a.	What is Employment Communication?	3	L1	CO1
	b.	Elaborate on various Technological Advancement on Business Communication.	7	L3	CO4
	c.	What do you understand by case method of learning? Explain various kinds of cases.	10	L2	CO4

Q.6	a.	What do you mean by Business Etiquette?	3	L1	CO1
	b.	Explain the Negotiation strategies with a diagram.	7	L2	CO3
	c.	Elucidate the various factors affecting presentation and suggest strategies for effective presentation.	10	L3	CO4
Q.7	a.	What do you mean by Group Communication.	3	L1	CO1
	b.	Draft a memo to the Department Heads announcing appointment of a person to the post of personal manager.	7	L4	CO2
	c.	Draft a letter along with the CV requesting the HR manager of M/s. Bhargav Industries Limited, for a suitable position in their organization.	10	L4	CO2
Q.8		<p><b>Case Study - Compulsory</b></p> <p>M/s. Bhargav TechFlow Inc., a fast-growing software company, was facing challenges in communication between its development and marketing teams. The developers often used technical jargon that the marketing team found difficult to understand, leading to misinterpretations and delays in product launches.</p> <p>To address this issue, the company's CEO, Mr. Bhargav, introduced a structured communication strategy. He implemented weekly cross-functional meetings where team representatives explained their work in simple, clear language. He also encouraged the use of collaborative tools like Slack and Trello to streamline communication and track project progress.</p> <p>Despite these efforts, some employees still struggled to express their ideas effectively. To overcome this, the company organized communication training workshops focusing on active listening, clarity, and conciseness. Employees were trained to use visuals and examples to bridge the gap between technical and non-technical teams.</p> <p>As a result, misunderstandings decreased, project timelines improved, and employees felt more engaged. The marketing team was able to create more accurate promotional materials, and the developers received better feedback from the sales team, enhancing overall product quality.</p> <p>Bhargav's strategic communication approach transformed the workplace culture, proving that effective communication is essential for business success.</p>			
	8a	What communication challenges did M/s. Bhargav TechFlow Inc. face? How did they impact the company's operations?	5	L4	CO1
	8b	What strategies did Mr. Bhargav implement to improve communication between the development and marketing teams?	5	L4	CO1
	8c	How did the communication training workshops help employees, and what specific skills were emphasized during the training?	5	L4	CO1
	8d	What were the overall outcomes of improved communication at M/s. Bhargav TechFlow Inc. and how did they contribute to business success?	5	L4	CO1