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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: II - THEORY EXAMINATION (2024 -2025)

Subject: Managerial Communication

Time: 2.5 Hours   Max. Marks: 60

General Instructions:

IMP: *Verify that you have received the question paper with the correct course, code, branch etc.*

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A   15

1. Attempt all parts:-

1-a.   The initial phase of the managerial communication process involves which of the following (CO1, K1)   1

     (a)   1. Encoding

     (b)   2. Feedback

     (c)   3. Sender

     (d)   4.Message

1-b.   Effective paragraph writing involves (CO2, K1)   1

     (a)   1. Random sentences with no connection

     (b)   2. A topic sentence with relevant details

     (c)   3. Repeating the same point throughout

     (d)   4. Including personal opinions

1-c.   The purpose of a report is to (CO3, K1)   1

     (a)   1. Analyze issues in detail

     (b)   2. Present information systematically

     (c)   3. Express opinions

     (d)   4. Describe personal experiences

1-d.   The primary purpose of the introduction section in a report is to (CO4, K2)   1

     (a)   1. Summarize findings

(b)   2. Provide background information and objectives

(c)   3. Discuss results

(d)   4. Present data analysis

1-e.   Ethnocentrism refers to (CO5, K2)   1

(a)   1. Understanding other cultures

(b)   2. The belief that one's own culture is superior

(c)   3. The ability to learn multiple languages

(d)   4. A neutral view of cultural differences

2. Attempt all parts:-

2.a.   Explain the role of the sender in the communication process. (CO1, K1)   2

2.b.   Define effective writing and explain its significance in communication. (CO2, K1)   2

2.c.   Define the purpose of a report and its role in professional communication.   2
       (CO3,K1)

2.d.   Define the introduction section of a report and explain its significance. (CO4, K1)   2

2.e.   Explain the concept of regio centrism and its impact on intercultural   2
       communication. (CO5, K4)

SECTION-B   15

3. Answer any <u>three</u> of the following:-

3-a.   Discuss the importance of feedback in the communication process and its role in   5
       improving understanding between a manager and their team. (CO1, K4)

3-b.   Illustrate the process of paragraph writing using an example. (CO2, K4)   5

3.c.   Analyze the importance of including recommendations in a project report. (CO3,   5
       K4)

3.d.   Explain how reputation management strategies can protect an organization from   5
       negative publicity. (CO4, K4)

3.e.   Explain the ethical challenges faced by managers in applying ethical relativism in   5
       international business. (CO5, K1)

SECTION-C   30

4. Answer any <u>one</u> of the following:-

4-a.   Explain the communication process in detail, highlighting each stage and its   6
       significance in ensuring the message is accurately conveyed. (CO1, K1)

4-b.   Discuss the barriers to effective communication that may arise in a hierarchical   6
       organization and provide strategies to overcome them. (CO1, K4)

5. Answer any <u>one</u> of the following:-

5-a.   Create a formal memo that addresses a workplace issue and offers solutions.   6
       (CO2, K4)

5-b.   Develop a detailed agenda for a business meeting, outlining key topics for   6
       discussion. (CO2, K4)

6. Answer any <u>one</u> of the following:-

6-a.	Develop an outline for a project report, specifying the key sections and their functions. (CO3, K4)	6
6-b.	Construct a sample executive summary for a summer internship report, including key learnings and contributions. (CO3, K4)	6

7. Answer any <u>one</u> of the following:-

7-a.	Develop a detailed methodology for conducting a Group Discussion to evaluate leadership skills. (CO4, K4)	6
7-b.	Construct a framework for managing public relations during a crisis situation. (CO4, K4)	6

8. Answer any <u>one</u> of the following:-

8-a.	Develop a plan for enhancing 21st-century skills in employees to foster innovation and adaptability in an organization. (CO5, K4)	6
8-b.	Construct a strategy for overcoming ethnocentrism in a diverse team environment to promote collaboration and mutual respect. (CO5, K4)	6