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Internal Assessment Test - III

Sub:	MANAGERIAL COMMUNICATION					Code:	16MBA16			
Date:	09/11/17	Duration:	90 mins	Max Marks:	40	Sem:	I	Branch:	MBA	

		Marks	OBE	
			CO	RBT
Part A - Answer Any Two Full Questions (16*02=32 Marks)				
1 (a)	Cite the different modes of oral communication	[02]	CO1	L1
(b)	Illustrate the communication process with a flow diagram.	[06]	CO1	L3
(c)	Describe the various conversation control techniques.	[08]	CO1	L1
2 (a)	Define Semantic Barrier	[02]	CO1	L1
(b)	Discuss the components of non verbal communication.	[06]	CO1	L2
(c)	Elaborate on the various stages of communication in crisis.	[08]	CO3	L3
3 (a)	List the principles of effective oral communication.	[02]	CO1	L3
(b)	Listening is an effective tool for communication. Justify.	[06]	CO4	L5
(c)	Elucidate the different barriers of communication in organization.	[08]	CO1	L3
Part B - Compulsory (01*08=08 marks)				
4	Barry is a 27 year old who is a good service manager at a casual dining restaurant. Barry is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic background. For many, English is not their primary language.			
(a)	Identify and explain the barriers faced by Barry in the restaurant.	[04]	CO4	L4
(b)	Suggest appropriate solutions for the problems faced by Barry in this case	[04]	CO4	L4

Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1:	Describe and develop written and oral communication	1.a 2.a 2.b 3.a 3.c				1.b 1.c 2.c				

CO2:	Independently prepare business letters and reports									
CO3:	Exhibit, develop and apply negotiation strategies									
CO4:	Gain exposure to media management and demonstrate the skill in analyzing business situation	3.b				4.a 4.c				
CO5:										
CO6:										

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.