

Internal Assessment Test – III

Sub:	Managerial Communication	Code:	18MBA16
Date:	010/12/2019	Duration:	90 mins
		Max Marks:	50
		Sem:	I
		Branch:	MBA (A & B)

		Marks	OBE	
			CO	RBT
Part A - Answer Any Two Full Questions (20*02=40 Marks)				
1(a)	What are persuasive letters?	[03]	CO1	L1
	(b) Define Report. What are the kinds of reports?	[07]	CO3	L2
	(c) Elaborate the negotiation process and factors affecting the negotiation process	[10]	CO3	L2
2(a)	What is Email?	[03]	CO4	L2
	(b) Explain the features of good presentation	[07]	CO4	L2
	(c) Explain the Interview process	[10]	CO2	L2
3(a)	Define CV	[03]	CO3	L2
	(b) What qualities of candidate are keenly observed in a group discussion?	[07]	CO2	L1
	(c) Draft a resume of yours	[10]	CO3	L2
Part B - Compulsory (10 marks)				
4	c. The below mentioned advertisement has appeared in the news paper "The Hindu", assuming that you are Mr. Amar with good academic record write a job application, along with bio - data. Advertisement : A marketing lecturer with experience is required at Shree Bhagavan Singh college, KalaKunj, NewDelhi. Scale of pay will be according to the University rules. Those who have a very good academic record can apply. (10 Marks)	[10]	CO4	L4

Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1:	The students will be aware of their communication skills and know their potential to become successful managers.	2a,2b,1a,1b,1c				
CO2:	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.		4			
CO3:	The students will be introduced to the managerial communication practices in business those are in vogue		3a,c			
CO4:	Students will get trained in the art of business communication with emphasis on analysing business situations			3b		
CO5:	Students will get exposure in drafting business proposals to meet the challenges of competitive environment.		2c			

Cognitive level	KEYWORDS
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship

CCI

HOD