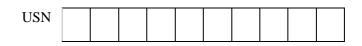
INSTITUTE OF

TECHNOLOGY





Internal Assessment Test – III

Sub:	Managerial Communication Cod						Code:	18	BMBA16		
Date:	010/12/2019	Duration: 9	0 mins	Max Marks:	50	Sem:	I	Brancl	n: M	BA (A	& B)
										0	BE
								N	1arks	СО	RBT
	Part A -Answer	Any Two Full	Questio	ons (20*02=4	0 Marl	ks)					
l(a)	What are persuasive letters?							[03]	CO1	L1	
(b)	Define Report. What are the kinds of reports?						[07]	CO3	L2		
(c)	Elaborate the neg	otiation process	and fac	etors affecting	the neg	gotiation	proce	ess	[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
(e. The below mentione that you are Mr. Andata. Advertisement: Singh college, Kalak Those who have a very	ed advertisement has nar with good acade A marketing lectur Kunj, NewDelhi. Sca	s appeared mic recor er with e	d write a job app experience is req will be according	lication, uired at	along with Shree Bha University	bio – gavan		[10]	CO4	L4

Course Outcomes			PO2	PO3	PO4	PO5
CO1:	The students will be aware of their communication skills and know their potential to become successful managers.	2a,2 b,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		За,с			
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