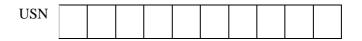
Sub:

INSTITUTE OF

TECHNOLOGY

Managerial Communication





18MBA16

Code:

Internal Assessment Test – III

Date:	010/12/2019	Duration:	90 mins	Max Marks:	50	Sem:	I	Brai	nch: N	MBA (A	& B)	
										OBE		
									Mark	s CO	RBT	
	Part A -Answer	Any Two Fu	ll Questi	ons (20*02=4	0 Marl	ks)						
1(a)	What are persuasi	ive letters?							[03]	CO1	L1	
	Persuasive Busine formal communical letter is written in curious about your	ation. Yet, then a manner th	y have a	semi-formal t	one to	them. A	persu	ıasive	2			
(b)	Define Report. W	hat are the kir	nds of rep	orts?					[07]	CO3	L2	
	Types of reports reports, justification procedures					-		_				
(c)	Elaborate the neg	otiation proce	ss and fac	ctors affecting	the neg	gotiation	proce	ess	[10]	CO3	L2	
	Important Factors	that affect the	Process	of Negotiation	1							
	Authority: The first	st key factor a	ffecting a	ny negotiation	is aut	hority.						
	Credibility: Trust negotiation. Inform			_		•	-	ess of	f			
	There are five step	s to the negot	iation pro	cess, which a	re:							
	Preparation and pl	anning.										
	Definition of grou	nd rules.										
	Clarification and j	ustification.										
	Bargaining and pro	oblem solving										
	Closure and imple	mentation										
2(a)	What is Email?								[03]	CO4	L2	

	Short for electronic mail, e-mail or email is information stored on a computer that is exchanged between two users over telecommunications. More plainly, e-mail is a message that may contain text, files, images, or other attachments sent through a network to a specified individual or group of individuals.			
(b)	Explain the features of good presentation	[07]	CO4	L2
	Confidence. I know this seem fairly impossible at the moment but going into a presentation with confidence really helps to sell it to your audience			
	Passion. Keeping a captive audience is not an ease task, especially within the business world			
	Knowledge			
	Naturalness			
	Organization			
	Time-sensitive			
	Clarity.			
(c)	Explain the Interview process	[10]	CO2	L2
	The interview process is a multi-stage process for hiring new employees. The interview process typically includes the following steps: writing a job description, posting a job, scheduling interviews, conducting preliminary interviews, conducting in-person interviews, following up with candidates and making a hire.			
2()		50.03	000	
3(a)	Define CV	[03]	CO3	L2
	A CV (short for the Latin phrase curriculum vitae, which means "course of life") is a detailed document highlighting your professional and academic history You may be asked to submit a CV when applying for jobs in academia or a job outside the US.			
(b)	What qualities of candidate are keenly observed in a group discussion?	[07]	CO2	L1
	Communication skills. In GD-PI, one of the most important things that is noticed are your communication skills			
	2) Writing ability. 3) Subject knowledge. 4) Listening power. 5) Attitude. 6) Confidence. 7) Leadership skills.			
(c)	Draft a resume of yours	[10]	CO3	L2
	Students should create their own profile			

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)

Create an application applying for the above job

	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,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		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