



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)

		OBE	
		Marks	
		CO	RBT
Part A -Answer Any Two Full Questions (20*02=40 Marks)			
1(a)	<p>What are persuasive letters?</p> <p>Persuasive Business Letter Example. Persuasive business letters are held as formal communication. Yet, they have a semi-formal tone to them. A persuasive letter is written in a manner that it attracts a reader's attention and makes him curious about your product.</p>	[03]	
		CO1	L1
(b)	<p>Define Report. What are the kinds of reports?</p> <p>Types of reports include memos, minutes, lab reports, book reports, progress reports, justification reports, compliance reports, annual reports, and policies and procedures</p>	[07]	
		CO3	L2
(c)	<p>Elaborate the negotiation process and factors affecting the negotiation process</p> <p>Important Factors that affect the Process of Negotiation</p> <p>Authority: The first key factor affecting any negotiation is authority.</p> <p>Credibility: Trust and mutual confidence are very relevant in any process of negotiation. Information: Time: Emotional control: Communication Skills:</p> <p>There are five steps to the negotiation process, which are:</p> <p>Preparation and planning.</p> <p>Definition of ground rules.</p> <p>Clarification and justification.</p> <p>Bargaining and problem solving.</p> <p>Closure and implementation</p>	[10]	
		CO3	L2
2(a)	<p>What is Email?</p>	[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.

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)

[10]

	CO4	L4

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,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