

CBCS SCHEME

20MBA16

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First Semester MBA Degree Examination, Jan./Feb. 2023 Managerial Communication

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.**

- 1 a. What is Communication? (03 Marks)
b. Explain the various classification of Communication. (07 Marks)
c. Elucidate the Barriers in Communication. (10 Marks)
- 2 a. What do you understand by Elevator pitching? (03 Marks)
b. Briefly explain the Principles of successful Oral Communication. (07 Marks)
c. Explain the components of a Good Presentation. (10 Marks)
- 3 a. What do you mean by Persuasive letter? (03 Marks)
b. Explain in detail, the 3 × 3 writing process. (07 Marks)
c. Assuming you are a Sales Manager of Brown and Brown Agency, write a letter to your client – Smith Electronics , 123 Memory Lane , Mento Park , CA 94025 , asking for feedback of the Electronic Gadgets purchased in bulk last week from your Company. (10 Marks)
- 4 a. What is a Resolution? (03 Marks)
b. Summarize the process of Case Analysis. (07 Marks)
c. Assuming you are the Head of Student Council, draft a NOTICE inviting your council members for a meeting to discuss on organizing “Management Fest” in your College. Also draft an Agenda for this meeting. Considering that the meeting is over also compose the Minutes of meeting. (10 Marks)
- 5 a. What is a Covering Letter? (03 Marks)
b. Briefly explain the points you would consider while planning a meeting. (07 Marks)
c. Examine how you prepare for a Job interview. (10 Marks)
- 6 a. List the various types of Non Verbal Communication. (03 Marks)
b. Summarize the Negotiation Strategies. (07 Marks)
c. Explore the various Technological Advancements in Business Communication. (10 Marks)
- 7 a. What do you mean by Communication in a Cross Cultural Setting? (03 Marks)
b. Examine the various factors affecting Negotiation. (07 Marks)
c. Derive at the 10 steps in Business Pitching. (10 Marks)
- 8 **Compulsory Question :**
a. Design an Email Layout covering all the fields and draft an email to the CEO of any Company inviting him/her as Chief Guest for the Graduation ceremony at your Institution. (10 Marks)
b. Explain the Do’s and Don’ts in Email writing. (10 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

