

CBCS SCHEME

20MBA16



First Semester MBA Degree Examination, June/July 2023 Managerial Communication

Max. Marks: 100

**Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.**

- 1 a. Define Communication. (03 Marks)
b. Compare and contrast Reflection and Empathy with examples. (07 Marks)
c. Explain the 7Cs of Communication. (10 Marks)
- 2 a. What is a case? Mention the different types of cases. (03 Marks)
b. What do you understand by the term Business Meeting? How do we plan a business meeting? (07 Marks)
c. With a neat labelled diagram, explain the two way communication process. (10 Marks)
- 3 a. What is Elevator Pitching? (03 Marks)
b. Discuss the various visual aids used to enhance the quality of a presentation. (07 Marks)
c. Explain the different barriers of communication. (10 Marks)
- 4 a. What is a Persuasive letter? (03 Marks)
b. Briefly discuss the principles of effective written communication. (07 Marks)
c. What are the steps do you follow while choosing the best suitable social media to promote your brand. (10 Marks)
- 5 a. Write a short notes on Memorandum and Email. (03 Marks)
b. Discuss the essential of a good business letter. (07 Marks)
c. Elaborate the types of Report. (10 Marks)
- 6 a. What is a Video conference? (03 Marks)
b. Discuss the process of negotiation. (07 Marks)
c. Tech Info Ltd., has advertised in the daily, The Time of India, dated 07th February 2021, stating its requirement for Trainee sales manager. Draft an application for the above post assuming that you are Ms. Asha. (10 Marks)
- 7 a. What is etiquette? (03 Marks)
b. List out the differences between the resume and the CV. (07 Marks)
c. Write a note on different technologies that have had an impact on communication in today's world. (10 Marks)

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.

8 CASE STUDY [Compulsory]

Mr. Sandeep is the Marketing Manager of a company manufacturing designer clothes. One day in the morning while leaving home he had a quarrel with person in his neighborhood on some issue. That person is a criminal who could abuse his family members. Mr. Sandeep on that day is very worried and angry too on the behavior of the neighborhood person. On that day, a meeting was held by a team of marketing and design experts to ensure that whatever is produced is according to market demand and tastes and fashion of the customers. But Mr. Sandeep could not pay attention to the discussion between them.

Questions :

CMRIT LIBRARY
BANGALORE - 560 037

- a. Identify the type of barriers to communication mentioned above paragraph, justify your answer. (10 Marks)
- b. Explain in any two such barriers to communications. (10 Marks)

* * * * *