


CMR INSTITUTE OF TECHNOLOGY												 <small>CELEBRATING 25 YEARS</small> <small>* CMR INSTITUTE OF TECHNOLOGY, BENGALURU</small> <small>ACCREDITED WITH AN GRADUATE BY NAAC</small>		
		USN												
Internal Assessment Test - I														
Sub:	Managerial Communication – SET 1								Code:	MBA106				
Date:	06-02-2025	Duration:	90 mins	Max Marks:	50	Sem:	I	Branch:	MBA					
										Marks	OBE			
											CO	RBT		
Part A - Answer Any Two Full Questions (2* 20 = 40 marks)														
1 (a)	Define Active Listening . Answer Key: Definition of Active Listening– 3 Marks								[03]					
											CO1	L2		
(b)	Analyze the communication process and explain different elements involved in it. Answer Key: Process – 4 Marks Explanation – 3 Marks								[07]					
											CO1	L3		
(c)	What is body language and explain different types of body language in communication. Answer Key: Define body language – 2 Marks Identifying different body language cues – 4 Marks Explanation – 4 Marks								[10]					
											CO1	L4		
2 (a)	What are chronemics in communication? Answer Key: <ul style="list-style-type: none"> Definition – 3 Marks 								[03]					
											CO1	L1		
(b)	What is the purpose of communication and how does it vary across different contexts? Answer Key: Purpose of communication in general – 2 Marks Any five contexts explained – 5 Marks								[07]					
											CO3	L3		
(c)	Effective communication is one of the most essential skill that helps with solving conflicts - Discuss. Answer Key: Introduction – 2 Marks Justification – 8 Marks								[10]					
											CO3	L4		
3 (a)	Differentiate Listening to Hearing. Answer Key: Definition – 3 Marks								[03]					
											CO1	L3		

(b)	<p>Evaluate the advantages and disadvantages of informal communication within organizational settings</p> <p>Answer Key:</p> <p>What is informal Communication – 2 Marks</p> <p>Advantages – 3 Marks</p> <p>Disadvantages – 2 Marks</p>	[07]		
(c)	<p>Draw and explain the classification of communication.</p> <p>Answer Key:</p> <p>Diagram – 4 Marks</p> <p>Explanation – 6 Marks</p>	[10]	CO3	L3
	Part B - Compulsory (01*10=10 marks)			
4	<p>Case Study – You are wrong Sarah!</p> <p>In a medium-sized marketing firm, Sarah, a dedicated marketing executive, had been working on a crucial project for weeks. She believed she was on the right track, having received positive feedback from her colleagues. However, during a routine check-in meeting with her boss, Mr. Johnson, she was taken aback by his unexpected criticism of her approach. Mr. Johnson expressed dissatisfaction with Sarah's progress, stating that she had misunderstood the project's objectives and had been heading in the wrong direction.</p> <p>Q) Analyze the situation and identify the many communication barriers that caused Sara's issue.</p> <p>Answer Key:</p> <p>Identifying 4 different barriers – 4 Marks</p> <p>Explanation – 6 Marks</p>	[10]	CO3	L4

Course Outcomes		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	The students will be aware of their communication skills and know their potential to become successful managers.	1c 2a	1a 1b 3a				1c 2a 1a 1b 3a			
CO2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.									
CO3	The students will be introduced to the managerial communication practices in business those are in vogue.	2b	2c 3c	4	3b		2b 2c 3c 3b 4			
CO4	Students will get trained in the art of drafting business proposals and business communication with emphasis on analyzing business situations.									

Cognitive level	KEYWORDS
L1 - Remember	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2 - Understand	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3 - Apply	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4 - Analyze	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5 - Evaluate	asses, decide, choose, rank, grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6 - Create	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

PO1–Theoretical Knowledge;
PO2–Foster Analytical and Critical Thinking Abilities for data based decision-making;
PO3– Develop Value Based Leadership;
PO4 –Ability to Understand and communicate various business aspects to global;
PO5 – Ability to lead themselves and others in the achievement of organizational goals contributing effectively to a team environment;
PSO1- Comprehend Contemporary features of Business Management Science and its administration
PSO2- Analyze and interpret the dynamic situations for making Business Management strategies
PSO3- Handle responsibility with the ethical values for all actions undertaken by them
PSO4- Adapt and focus on achieving the organizational goal and objectives with complete zeal and commitment.

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