

Internal Assessment Test – 2

Sub: **Managerial Communication – SET 1**

Code: **MBA106**

Date: **28.03.2025**

Duration: 90 mins

Max Marks: 50

Sem: I

Branch: MBA

OBE


ANSWER KEY - SOLUTIONS

Marks CO RBT

	Part A -Answer Any Two Full Questions (20*02=40 Marks)			
1(a)	<p>What do you understand by brevity in written communication?</p> <p>Brevity in written communication means expressing yourself concisely and to the point, using the fewest words necessary to convey your message clearly and effectively, avoiding unnecessary verbosity</p>	[03]	CO2	L1
(b)	<p>Explain different kinds formal business reports.</p> <p>Formal business reports can be categorized by purpose, including informational, analytical, research, compliance, feasibility, and recommendation reports, each serving distinct objectives within an organization.</p> <p>Informational Reports: These reports present factual data and information without analysis or recommendations. Examples include meeting minutes, expense reports, and daily activity logs.</p> <p>Analytical Reports: These reports delve into data, draw conclusions, and make recommendations based on analysis. Examples include financial analysis reports, market research reports, and feasibility studies.</p> <p>Research Reports: These reports gather and explain data, often used for in-depth investigations or studies.</p>	[07]	CO2	L2
(c)	<p>Elaborate Principles of effective writing communication.</p> <p>Effective written communication hinges on clarity, conciseness, completeness, correctness, and consideration of the audience. By focusing on these principles, you can ensure your message is easily understood and achieves its intended purpose.</p> <p>Here's a more detailed breakdown:</p> <p>Clarity: Your writing should be easy to understand, using clear language and avoiding jargon or ambiguity.</p> <p>Conciseness: Get straight to the point, using the fewest words possible while still conveying the necessary information.</p> <p>Completeness: Ensure your message includes all the necessary information, context, and details for the reader to understand.</p> <p>Correctness: Pay attention to grammar, spelling, punctuation, and formatting to ensure</p>	[10]	CO2	L2

	accuracy and professionalism.			
2(a)	<p>Give 5 reasons why you should conduct Audience analysis.</p> <p>Conducting audience analysis is crucial because it helps you tailor your message, build rapport, avoid offense, establish credibility, and ultimately achieve your communication goals by understanding your audience's needs and expectations</p>	[03]	CO1	L1
(b)	<p>What is Positive , Neutral Message and how is it different from other messages ?</p> <p>Positive messages convey good news or aim to build goodwill, while neutral messages are routine and carry little emotional content, such as updates or procedures. Here's a more detailed breakdown:</p> <p>Positive Messages: Purpose: To share good news, express appreciation, acknowledge achievements, or build relationships. Examples: Announcing a promotion, congratulating someone on a success, thanking someone for their help, or confirming an agreement. Tone: Constructive, optimistic, and encouraging. Organization: Often direct, starting with the main point and then providing details.</p> <p>Neutral Messages: Purpose: To convey information without bias or strong emotion, often for routine tasks or updates. Examples: Sending a reminder about a meeting, updating procedures, or acknowledging receipt of an order. Tone: Professional, factual, and objective. Organization: Can be direct or indirect depending on the context, but often focuses on clarity and completeness.</p>	[07]	CO2	L2
(c)	<p>Explain what is Group Communication and the essential skills for Group Communication.</p> <p>Group communication refers to the interaction between three or more individuals aimed at achieving a common goal. This form of communication is critical as it fosters mutual influence among team members and enhances collaboration. It can include various channels such as face-to-face meetings, emails, and video conferencing</p> <p>Group communication has many benefits in the workplace, including: Providing a way for group members to generate ideas and solutions to achieve their common goal. Encouraging members to make decisions as a group. Creating a way for the team to build rapport with one another. Establishing mutual respect and understanding among group members. To ensure clarity and transparency about goals and expectations.</p>	[10]	CO1	L2
3(a)	<p>What is Employee Review?</p> <p>Employee reviews are critical to ensuring employees are successful in their roles. This is not only important for the employee's work, but also for the manager's performance as well. It is a manager's job to make sure all employees meet or exceed expectations, and conducting employee reviews allows managers to assess individual and team productivity</p>	[03]	CO2	L2

(b)	<p>Highlight the role of agenda and resolution in Meeting documentation.</p> <p>In meeting documentation, the agenda serves as a structured roadmap, outlining topics and activities, while resolutions document the decisions and actions taken during the meeting, ensuring clarity and accountability.</p> <p>Meeting Agenda:</p> <p>Purpose: A meeting agenda outlines the topics to be discussed, the order in which they will be addressed, and the time allocated for each item.</p> <p>Benefits:</p> <p>Preparation: It allows participants to prepare for the meeting by knowing what will be discussed.</p> <p>Focus: It keeps the meeting on track and prevents it from straying into irrelevant topics.</p> <p>Efficiency: By providing a clear structure, it helps ensure that all important topics are covered in the allotted time.</p> <p>Documentation: It aids in the preparation of meeting minutes and resolutions.</p> <p>Elements: Typically includes the meeting date, time, location, items to discuss, presenters for each item, and time allotted for each.</p> <p>Meeting Resolutions:</p> <p>Purpose: Resolutions are formal statements that document the decisions and actions taken by the meeting participants.</p> <p>Benefits:</p> <p>Clarity: They ensure that decisions are clearly documented and understood by all parties involved.</p> <p>Accountability: They provide a record of what was decided and who is responsible for carrying out the actions.</p> <p>Record Keeping: They serve as a formal record of the meeting's outcomes, which can be used for future reference and legal purposes.</p>	[07]	CO2	L2
(c)	<p>Write a memo informing clerical employees in an organization about a new procedure, for example, handling incoming mail—where it should be routed, who should handle it, etc.</p> <p>A memo, short for memorandum, is a formal, internal written communication used within an organization to convey information, instructions, or policies in a concise and direct manner. It's characterized by its brevity, clarity, and focus on delivering information efficiently.</p> <p>Here's a more detailed look at memos and their nature:</p> <p>Purpose and Function:</p> <p>Internal Communication:</p> <p>Memos are primarily used for internal communication within an organization, unlike letters which are typically used for external communication.</p> <p>Information Dissemination:</p> <p>They serve to inform employees, departments, or specific individuals about policies, procedures, announcements, events, or instructions.</p> <p>Documentation:</p> <p>Memos can act as a record of communication, providing a formal record of decisions, updates, or instructions.</p> <p>Efficiency:</p> <p>Memos are designed to be brief and to the point, making them an efficient way to convey information to a large audience or specific individuals.</p> <p>Formal Tone:</p> <p>While not as formal as a letter, memos maintain a professional and respectful tone, suitable for official communication within an organization.</p>	[10]	CO2	L4

				
	Part B - Compulsory (01*10=10marks)			
4	<p>Jasmine really felt bad about the mistake in an email she sent recognizing top performers for the month of March. She wrote the email at the last minute on the Friday before her vacation. In her rush, she composed the message as an email without pre-writing or editing her work. As soon as she hit “send,” she realized she’d confused the employee names with the customers names. On her first day back from vacation, her manager called her into her office to talk about the mistake. Worse yet, she was asked to bring her notes on the email so her boss could offer tips to improve her writing process. Do you feel Jasmine was correct to think her boss was too demanding to ask for her notes or was her boss trying to be helpful? Give your comments.</p> <p>In business email communication, maintaining a professional tone, using clear subject lines, proofreading, and being concise are key to effective and respectful interactions.</p> <p>Jasmine must follow the e mail etiquette as like</p> <p>Use a clear, professional subject line. ...</p> <p>Proofread every email you send. ...</p> <p>Write your email before entering the recipient email address. ...</p> <p>Double check you have the correct recipient. ...</p> <p>Ensure you CC all relevant recipients. ...</p> <p>You don't always have to "reply all" ...</p> <p>Reply to your emails.</p>	[10]	CO2	L3

