

Internal Assessment Test - I

Sub:	MANAGERIAL COMMUNICATION				Code:	MBA106	
Date:	24-12-2025	Duration:	90 Mins	Max Marks:	50	Sem:	I Branch: MBA
SET- III							

	Part A - Answer Any Two Full Questions (2* 20 = 40 marks)				Marks	OBE	
						CO	RBT
1 (a)	Explain the relevance of managerial communication in an organization?	[03]	CO1	L2			
(b)	Determine the importance of communication in managerial functions?	[07]	CO1	L3			
(c)	Classify effective communication principles in team coordination?	[10]	CO2	L4			
2 (a)	Describe the different types of oral communication?	[03]	CO1	L2			
(b)	Examine the barriers to oral communication?	[07]	CO1	L3			
(c)	Determine the role of non-verbal cues in oral communication?	[10]	CO2	L3			
3 (a)	Discuss audience analysis?	[03]	CO1	L2			
(b)	Illustrate the 3x3 writing process in business communication?	[07]	CO2	L3			
(c)	Outline a persuasive message for introducing a new organizational policy?	[10]	CO2	L4			
Part B - Compulsory (01*10=10 marks)							
4	Case Study A large manufacturing company introduced a revised safety and operational policy to reduce workplace accidents. The policy was communicated mainly through lengthy internal emails, notice boards, and written circulars containing technical terminology and complex sentence structures. Many shop-floor employees found the messages difficult to understand and were unsure about their responsibilities under the new guidelines. No interactive sessions, demonstrations, or clarification meetings were arranged by the management. As a result, safety violations continued, and employees perceived the communication as unclear and ineffective.				CO2	L5	
	Questions 1) Evaluate the effectiveness of the written communication used to communicate the safety policy?	[5]					

2) Evaluate how applying principles of effective business writing could improve employee understanding and compliance? [5]

Cognitive level	KEYWORDS
L1 - Remember	list, define, tell, describe, recite, recall, identify, , 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	assess, 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

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Internal Assessment Test - I Solutions

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PART A – Answer Any Two Full Questions

Q1 (a) Explain the relevance of managerial communication in an organization? (3 Marks)

Managerial communication is vital for the smooth functioning of an organization as it ensures the effective flow of information between management and employees. It helps managers convey goals, policies, instructions, and expectations clearly. Proper communication improves coordination, reduces misunderstandings, supports decision-making, and builds trust among employees, thereby contributing to organizational efficiency and success.

Q1 (b) Determine the importance of communication in managerial functions? (7 Marks)

Communication plays a crucial role in all managerial functions:

- Planning:** Communication helps managers share organizational goals, strategies, and plans with employees.
- Organizing:** Clear communication defines roles, responsibilities, and authority relationships.
- Staffing:** It supports recruitment, training, performance appraisal, and motivation of employees.
- Directing:** Managers use communication to issue instructions, guide employees, and lead teams.
- Controlling:** Feedback communication helps managers compare actual performance with planned standards.
- Decision Making:** Accurate and timely information supports better managerial decisions.
- Coordination:** Communication integrates individual and departmental efforts toward common goals.

Thus, effective communication is the backbone of successful management.

Q1 (c) Classify effective communication principles in team coordination? (10 Marks)

Effective communication principles that enhance team coordination include:

- Clarity:** Messages should be simple, precise, and easy to understand.
- Completeness:** Information must include all necessary details to avoid confusion.
- Consistency:** Communication should align with organizational policies and objectives.

4. **Timeliness:** Information should be shared at the right time to enable quick action.
5. **Feedback:** Two-way communication ensures understanding and improvement.
6. **Empathy:** Understanding team members' perspectives improves cooperation.
7. **Appropriate Channel:** Selecting suitable communication channels enhances message effectiveness.
8. **Conciseness:** Avoiding unnecessary details keeps communication focused.
9. **Accuracy:** Correct and reliable information builds trust.
10. **Respect:** Mutual respect encourages open communication and collaboration.

Q2 (a) Describe the different types of oral communication? (3 Marks)

Oral communication refers to verbal exchange of information through spoken words. The main types are:

1. **Face-to-face communication:** Direct interaction allowing immediate feedback.
2. **Telephone communication:** Enables quick communication over distance.
3. **Meetings and presentations:** Used for group discussions and formal information sharing.

Q2 (b) Examine the barriers to oral communication? (7 Marks)

Barriers to oral communication reduce message effectiveness and include:

1. **Physical barriers:** Noise, distance, or poor infrastructure.
2. **Psychological barriers:** Stress, emotions, and lack of interest.
3. **Language barriers:** Use of complex words or unfamiliar language.
4. **Perceptual barriers:** Different interpretations of the same message.
5. **Cultural barriers:** Differences in values, beliefs, and communication styles.
6. **Status barriers:** Fear of authority or hierarchical gaps.
7. **Poor listening:** Lack of attention or selective listening.

Overcoming these barriers improves communication effectiveness.

Q2 (c) Determine the role of non-verbal cues in oral communication? (10 Marks)

Non-verbal cues significantly enhance oral communication by reinforcing spoken messages:

1. **Facial expressions:** Convey emotions and reactions.
2. **Gestures:** Emphasize points and improve clarity.
3. **Posture:** Reflects confidence and attentiveness.
4. **Eye contact:** Builds trust and engagement.
5. **Tone of voice:** Indicates attitude and emotion.
6. **Body movements:** Support message delivery.
7. **Proxemics:** Physical distance affects comfort and interaction.
8. **Appearance:** Creates a professional impression.
9. **Silence:** Can indicate thinking or disagreement.
10. **Paralanguage:** Includes pitch, speed, and volume of speech.

Effective use of non-verbal cues strengthens communication impact.

Q3 (a) Discuss audience analysis? (3 Marks)

Audience analysis is the process of understanding the characteristics, needs, expectations, and attitudes of the audience before communicating. It helps the sender tailor the message according to the audience's knowledge level, interests, and cultural background, ensuring effective and meaningful communication.

Q3 (b) Illustrate the 3×3 writing process in business communication? (7 Marks)

The **3×3 writing process** consists of three stages with three steps each:

1. Pre-writing

- Analyzing the audience
- Defining the purpose
- Selecting relevant information

2. Writing

- Organizing ideas logically
- Writing the first draft
- Using appropriate tone and style

3. Revising

- Editing for clarity and accuracy
- Proofreading for grammar and spelling
- Finalizing the message

This process ensures clear, professional, and effective business communication.

Q3 (c) Outline a persuasive message for introducing a new organizational policy? (10 Marks)

A persuasive message for introducing a new organizational policy should include:

1. **Attention:** Introduce the need for the new policy.
2. **Interest:** Explain the challenges addressed by the policy.
3. **Benefits:** Highlight advantages for employees and the organization.
4. **Clarity:** Clearly explain policy guidelines.
5. **Credibility:** Support with facts or management commitment.
6. **Employee focus:** Address employee concerns.
7. **Positive tone:** Encourage acceptance.
8. **Call to action:** Specify expected actions.
9. **Feedback option:** Allow questions or clarifications.
10. **Conclusion:** Reinforce importance and support.

PART B – Case Study (Compulsory)

Q4 (a) Evaluate the effectiveness of the written communication used to communicate the safety policy? (5 Marks)

The written communication used was largely ineffective due to excessive reliance on lengthy emails and written circulars with complex technical language. The absence of simple language made it difficult for shop-floor employees to understand their responsibilities. Lack of interactive sessions and demonstrations reduced clarity and engagement. As a result, employees perceived the communication as unclear, leading to continued safety violations.

Q4 (b) Evaluate how applying principles of effective business writing could improve employee understanding and compliance? (5 Marks)

Applying principles of effective business writing could significantly improve outcomes. Using **clear and simple language**, **short sentences**, and **visual aids** would enhance understanding. Organizing information logically and highlighting key safety actions would improve recall. Providing examples, summaries, and opportunities for feedback would ensure clarity. Combined with demonstrations and interactive communication, this approach would increase employee understanding, acceptance, and compliance with safety policies.