

**BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT**

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code 

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First Semester MBA Degree Examinations, June 2022

**MANAGERIAL COMMUNICATION****Duration: 3 hrs****Max. Marks: 100****Note:** 1. Answer any FOUR full questions from Question No. 1 to 7.

2. Question No. 8 is compulsory

3. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1.	a. Define the term “communication”	03	(1 :1 : 1)
	b. Outline various levels of communication.	07	(2 :1 : 1)
	c. Explain the barriers of communication.	10	(2 :1 : 1)
2.	a. Define oral communication.	03	(1 :2 : 2)
	b. Explain how reflection and empathy are two sides of effective communication.	07	(3 :2 : 2)
	c. Discuss the role of business presentations.	10	(3 :2 : 2)
3.	a. Outline the meaning of business report.	03	(2 :3 : 3)
	b. Illustrate the principles of effective writing.	07	(3 :3 : 3)
	c. Issue a memo to your employee, Mr. Arun of your organization, Techno-software Solutions, regarding his late reporting to work inspite of several repeated oral warnings. You are Mr. Das, MD of the organization.	10	(5 :3 : 3)
4.	a. Distinguish between short report and long report.	03	(3 :4 : 4)
	b. Illustrate the structure of written case analysis.	07	(3 :4 : 4)
	c. Explain the various components of a long formal report.	10	(3 :4 : 4)
5.	a. Classify the types of interviews.	03	(2 :5 : 5)
	b. Discuss a plan for conducting formal business meeting along with the required meeting documentation.	07	(4 :5 : 5)
	c. AV Solutions requires smart, young graduates with good communication skills in English for their Customer Support Team. Aspiring candidates must be willing to work in night shifts. Previous work experience is optional. Design a resume appropriate to this job requirement.	10	(5 :5 : 5)
6.	a. Outline the concept of press release.	03	(2 :3 : 3)
	b. Distinguish between oral and written communication.	07	(3 :1 : 1)
	c. Explain the contents of meeting documentation.	10	(4 :5 : 5)

**Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO – Programme Outcome)**

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| 7. | a. | Comment on importance of business etiquette. | <b>03</b> | (2 :5 : 5) |
|    | b. | Apply the 7Cs of successful communication.   | <b>07</b> | (3 :1 : 1) |
|    | c. | Explain the structure of business letter.    | <b>10</b> | (4 :5 : 5) |

**8. Case study**

Martha has been assigned a team of 10 people to help her plan a major customer appreciation event. They have been working together for over a month now and they just haven't really come together as a team. She was sure she started off well. She contacted each individual on the team and let them know their responsibilities on the project.

Each of the members gets the tasks completed, but don't seem concerned with the others on the team. If someone needs help, no one pitches in to assist. If a team member has a problem, no one helps him to solve that problem. Just yesterday one of the team members had an emergency and asked if someone on the team could have a call with the sales team so she could leave early. No one offered to help so Martha jumped in to assist. Martha had to do something. This was a bad experience for everyone frankly and some folks already were talking about getting off the project. Plus she felt the event won't be as good as it could if they just came together as a team.

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| a. | Discuss how Martha and team will work together to accomplish the goals of the project. | <b>10</b> | (5 :4 : 4) |
| b. | Explain the role of communication in the given context .                               | <b>10</b> | (4 :4 : 4) |

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