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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: III - THEORY EXAMINATION (2024 - 2025)

Subject: Managerial Communication and Etiquettes

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

1-a. _____ should be included in the introduction of a report. (CO1, K2)

1

- (a) The methodology used in the resaerch
- (b) The conclusions and recommendations
- (c) The purpose and scope of the report
- (d) None of the above

1-b. Tenders should be written in a language that is: (CO2, K1)

1

- (a) Stylish
- (b) Roundabout a lengthy
- (c) Brief and to the point
- (d) Informal

1-c. Interviews are conversations with _____ (CO3, K1)

1

- (a) Purpose
- (b) Fun
- (c) Friendliness
- (d) Informality

1-d. When you are dining in a restaurant and you accidentally drop your fork on the floor, you: (CO4, K1)

1

- (a) Pick it up, wipe it off, and use it anyway
- (b) Pick it up, give it to the server, and ask him to bring you another one

- (c) Leave it on the floor and ask the server to bring you another one
- (d) Leave it on the floor and use your neighbor's fork when he's not looking
- 1-e. Cultural variations exist. (CO5, K1) 1
 - (a) Only among countries.
 - (b) Only within countries.
 - (c) Only between some countries.
 - (d) Both among and within countries.

2. Attempt all parts:-

- 2.a. Define the term Analytical Reports.(CO1, K1) 2
- 2.b. Explain Open and sealed Tender. (CO2, K1) 2
- 2.c. Body Language should be 'Polite' while appearing for an interview. 2
Discuss. (CO3, K2)
- 2.d. Define Workplace Etiquettes. (CO4, K1) 2
- 2.e. Discuss the term Webinar. (CO5, K1) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. You are Vinod/Vinita of Subhash Public School, Delhi. Recently, your school 5
celebrated Independence day. Write a report in 150-200 words for your school
magazine describing the various programmes arranged in your school for the
celebration.(CO1, K4)
- 3-b. Draft a Tender Notice on the behalf of NIET, Greater Noida for the supply and 5
installation of one passenger lifts in the college campus (CO2, K4)
- 3.c. We have many qualified applicants. Why do you think we should hire you for this 5
position. Answer this interview question in your words with respondent name as
John. (CO3, K4)
- 3.d. Explain the importance of Professionalism in a business setting and 5 ways to 5
maintain professional behaviour at the workplace. (CO4, K2)
- 3.e. If you want to launch your product, which method will you opt i.e. Blogging or 5
Voice & Text messaging. (CO5, K4)

SECTION-C

30

4. Answer any one of the following:-

- 4-a. Discuss the guidelines of writing reports.(CO1, K1) 6
- 4-b. Differentiate between Conclusion and Recommendation in report writing.(CO1, 6
K1)

5. Answer any one of the following:-

- 5-a. Write an email responding to customer grievance on receiving a damaged 6
product.(CO2, K4)
- 5-b. Write a brief note on Business Emails and Business Tenders (CO2, K2) 6

6. Answer any one of the following:-

- 6-a. Explain the concept of Interview and the different purposes for which interviews can be done. (CO3, K2) 6
- 6-b. You are media spokesperson from your organisation Social Responsibility Association, draft a press release for the recent mega event of CSR awards conducted by your organisation. (CO3, K4) 6
7. Answer any one of the following:-
- 7-a. Mention the Business Professional Attire for Men and Women. (CO4, K2) 6
- 7-b. Explain the workplace ethics and ethical dilemma in detail. (CO4, K2) 6
8. Answer any one of the following:-
- 8-a. Define the term Internet with its advantages and disadvantages. (CO5, K2) 6
- 8-b. Explain the concept of blogging and also mention the steps of how to create a blog post. (CO5, K4) 6

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