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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM(Standard)

SEM: II- THEORY EXAMINATION (2024-2025)(COP)

Subject – Managerial Communication

Time: 2Hrs.30 min

Max. Marks:60

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

1. *This Question paper comprises of three Sections -A, B, & C. It consists of Short type questions & 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. Describe the role of communication in the managerial process. | 1 |
| (CO1, K1) | |
| 1-b. Illustrate why is it important to organize ideas clearly when writing a paragraph. (CO2, K2) | 1 |
| 1-c. Identify what role does mannerism play in a Group Discussion (GD). (CO3, K2) | 1 |
| 1-d. Justify the key functions of public relations in maintaining a positive image for an organization. (CO4, K5) | 1 |
| 1-e. Show what does ethnocentrism mean in terms of cross-cultural interactions. (CO5, K4) | 1 |

2. Attempt all parts:-

- | | |
|---|---|
| 2.a. Describe how does communication flow at different levels in an organization. (CO1, K1) | 2 |
|---|---|

- 2.b. Identify some common mistakes to avoid when writing a memo. 2
(CO2, K1)
- 2.c. Indicate what should be included in the scope of a report to give it a clear focus. (CO3, K2) 2
- 2.d. Prepare the purpose of following guidelines in a Group Discussion (GD). (CO4, K3) 2
- 2.e. State how does ethnocentrism impact communication in a multicultural environment. (CO5, K1) 2

SECTION – B 15

- 3. Answer any **three** of the following-
- 3-a. Analyze some common barriers to effective communication in management. (CO1, K4) 5
- 3-b. Assess the purpose of using clear and concise language in official correspondence. (CO2, K5) 5
- 3-c. Indicate the main purpose of writing a report. (CO3, K2) 5
- 3-d. Relate how does a project report differ from a general report in terms of content and structure. (CO4, K1) 5
- 3-e. State why is it important to respect and understand cross-cultural values in a global workplace. (CO5, K1) 5

SECTION – C 30

Case Let & Application Based

- 4. Answer any **one** of the following-
- 4-a. Describe how can using the wrong words in communication lead to misunderstandings. (CO1, K1) 6
- 4-b. Explain the different types of communication channels managers can use.(CO1, K2) 6
- 5. Answer any **one** of the following- 6
- 5-a. Identify role of a notice in official communication, and how is it different from a circular. (CO2, K1) 6
- 5-b. Identify why is it important to include key decisions and actions in the minutes of a meeting. (CO2, K1) 6
- 6. Answer any **one** of the following-

- 6-a. Indicate how does a progress report help track the status of a project over time. (CO3, K2) 6
- 6-b. Illustrate why is it important to include clear objectives and methodology in a project report. (CO3, K3) 6
7. Answer any **one** of the following-
- 7-a. Recognize the importance of building a strong corporate identity for a company. (CO4, K1) 6
- 7-b. Justify how do persuasion skills help in influencing others during a negotiation. (CO4, K5) 6
8. Answer any **one** of the following-
- 8-a. Show how can time management help improve productivity when working with people from different cultures. (CO5, K3) 6
- 8-b. Write what role does time management play in balancing work and personal life across cultures. (CO5, K4) 6