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

PGDM (Standard)

TRISEMESTER II - THEORY EXAMINATION (2024-2025)

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.   Explain the different levels of managerial communication, and why are they important. (CO1, K1)   1

1-b.   Identify some common errors to avoid when writing a paragraph for official correspondence. (CO2, K1)   1

1-c.   Indicate the main purpose of writing a report. (CO3, K2)   1

1-d.   Relate the role of a Group Discussion (GD) in assessing communication skills. (CO4, K1)   1

1-e.   Show the difference between ethnocentrism and ethno-relativism. (CO5, K3)   1

2. Attempt **all** parts:-

2.a.   Define the managerial communication process, and why is it essential in an organization. (CO1, K1)   2

2.b.   Describe the main difference between a notice and a circular in official communication. (CO2, K2)   2

2.c.	Indicate the purpose of a report, and how does it serve in communicating information effectively. (CO3, K2)	2
2.d.	Justify the key guidelines to follow during a Group Discussion (GD). (CO4, K4)	2
2.e	Show how does ethno-relativism help in understanding and respecting different cultural values. (CO5, K4)	2

SECTION – B   15

3. Answer any **three** of the following-

3-a.	Arrange some critical errors in communication that managers should avoid. (CO1, K1)	5
3-b.	Identify the main components of a well-structured paragraph. (CO2, K1)	5
3-c.	Illustrate how is a project report different from a summer internship report in terms of content and structure. CO3, K3)	5
3-d.	Relate how can effective communication be used in public relations to promote a brand. (CO4, K1)	5
3-e.	Show why is it important to understand cross-cultural values when working in a global environment. (CO5, K3)	5

SECTION – C   30
Case Let & Application Based

4. Answer any **one** of the following-

4-a.	Describe why is it important for managers to use appropriate words when communicating with their team. (CO1, K1)	6
4-b.	Explain how can effective communication help in reducing misunderstandings and errors in an organization. (CO1, K2)	6

5. Answer any **one** of the following-   6

5-a.	Identify the purpose of an agenda in official meetings, and how is it written effectively. (CO2, K1)	6
5-b.	Explain what should be included in the minutes of a meeting to ensure accuracy and clarity. (CO2, K2)	6

6. Answer any **one** of the following-

6-a.	Outline how does the scope of a report influence the information included in the document. (CO3, K1)	6

6-b. Indicate the key components to include when writing a project report to ensure it is comprehensive and well-organized. (CO3, K2)   6

7. Answer any **one** of the following-

7-a. Relate how does reputation management help improve a company's public image. (CO4, K1)   6

7-b. Justify why is building a strong corporate image important for an organization. (CO4, K5)   6

8. Answer any **one** of the following-

8-a. Select some common causes of conflict in cross-cultural settings, and how can they be addressed. (CO5, K1)   6

8-b. Show how can effective time management reduce stress and improve work-life balance. (CO5, K3)   6