



CBCS SCHEME

MBA106

First Semester MBA Degree Examination, Dec.2025/Jan.2026

Managerial Communication

Time: 3 hrs.

Max. Marks: 100

- Note:** 1. Answer any **FOUR** full questions from Q.No.1 to Q.No.7.
 2. Question No. 8 is compulsory.
 3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
Q.1	a.	Interpret the role of communication in managing the organization.	03	L2	CO1
	b.	Present the 7 Cs of communication with an example.	07	L3	CO1
	c.	Describe the elements of communication with the neat diagram.	10	L4	CO1
Q.2	a.	What is grapevine communication?	03	L2	CO1
	b.	Differentiate between oral communication and written communication.	07	L2	CO2
	c.	Explain the barriers to oral communication experience by a manager while communicating with his subordinates.	10	L4	CO1
Q.3	a.	What do you mean by persuasive letters?	03	L2	CO2
	b.	Explain Guffey's 3x3 writing process of communication.	07	L2	CO2
	c.	You are an employee at a company where the air conditioning system in your department has not been functioning properly for the past two weeks. Write a formal letter of complaint to the HR Manager, expressing your concern about the poor maintenance of workplace facilities and requesting immediate action.	10	L3	CO4
Q.4	a.	What is the purpose of a report in an organization?	03	L2	CO2
	b.	Distinguish between press release and press conference as a components of media management.	07	L4	CO2
	c.	Imagine you are the Director of Zion International School. You need to conduct a staff meeting to discuss important matters such as the upcoming academic inspection, school annual day and classroom discipline strategies. Draft a notice for a staff meeting, clearly mentioning the agenda.	10	L3	CO4
Q.5	a.	Enumerate the impact of technological advancement in business communication.	03	L2	CO3
	b.	Explain the steps involved in analyzing the case study.	07	L2	CO3
	c.	You are applying for the position of Marketing Executive at a reputed company. Prepare a CV and write a formal application letter to the HR Manager expressing your interest in the position	10	L4	CO4
Q.6	a.	Write the advantages of business etiquettes.	03	L2	CO3
	b.	Explain the significance of business presentation in today's world.	07	L4	CO3
	c.	Articulate the strategies of negation.	10	L3	CO3
Q.7	a.	Mention the characteristics of a conflict.	03	L2	CO1
	b.	Discuss the step by step process of setting an effective meeting.	07	L2	CO3
	c.	Explain the types of reports used by the organization with examples.	10	L3	CO3

Compulsory Question

Q.8	<p>Emma, a project manager from the United States, was assigned to lead a multinational team working on a software rollout in Japan. Eager to begin, Emma conducted daily video meetings where she encouraged open discussion and direct feedback. However, the Japanese team members remained mostly silent during the meetings and agreed to everything without objection. Emma assumed they were on the same page. Weeks later, she discovered that many team members had concerns and were not comfortable with parts of the plan but didn't express them out of respect and to avoid confrontation, as per Japanese workplace norms. This led to delays, rework, and frustration on both sides.</p> <p>a) What were the key cultural differences that affected communication in this case?</p> <p>b) What role does cultural sensitivity play in international teamwork?</p> <p>c) Suggest strategies to improve cross-cultural communication in global teams.</p> <p>d) If you were in Emma's position, how would you prepare for managing a culturally diverse team in the future?</p>	20	L4	CO4
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