

CBCS SCHEME

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MBA106

First Semester MBA Degree Examination, June/July 2025 Managerial Communication



Time: 3 hrs.

Max. Marks: 100

- Notes: 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.	Define communication and explain its key components.	3	L1	CO1
	b.	Discuss the role of communication in conflict resolution and crisis management.	7	L2	CO1
	c.	Analyze the importance of communication in a cross-cultural business environment.	10	L4	CO1
Q.2	a.	What are the key principles of effective oral communication?	3	L1	CO2
	b.	Explain how empathy and reflection improve oral communication.	7	L2	CO2
	c.	Analyze the barriers to listening and suggest techniques to become an effective listener.	10	L4	CO2
Q.3	a.	What is the importance of clarity in business writing?	3	L1	CO3
	b.	Explain the 3X3 writing process for business communication.	7	L2	CO3
	c.	Draft a persuasive business letter to introduce a new product and analyze its effectiveness.	10	L3,L4	CO3
Q.4	a.	Define a business report and state its objectives.	3	L1	CO3
	b.	Explain the structure and key components of a formal business proposal.	7	L2	CO3
	c.	Analyze how a well-structured business report can impact decision-making in an organization.	10	L4	CO3
Q.5	a.	What are the different types of case studies used in management learning?	3	L1	CO3
	b.	Explain the importance of interview skills in managerial positions.	7	L2	CO3
	c.	Draft a professional CV for a managerial position and analyze its effectiveness.	10	L4	CO3
Q.6	a.	List any three modern technology-enabled communication methods.	3	L1	CO3

	b.	Discuss the advantages and challenges of video conferencing in business communication.	7	L2	CO3
	c.	Analyze the impact of technological advancements on business communication effectiveness.	10	L4	CO3
Q.7	a.	What are the key elements of a good business presentation?	3	L1	CO3
	b.	Explain the factors affecting negotiation and strategies for successful negotiation.	7	L2	CO3
	c.	Analyze the role of business etiquette in managerial communication and its impact on professional success.	10	L4	CO3
		Compulsory Question			
Q.8		<p>FreshBite Foods, a well-known packaged food company, is facing a public relations crisis. Several customers have reported food poisoning after consuming one of their best-selling snacks. The news has spread across social media, and mainstream media has picked up the issue.</p> <p>Challenges:</p> <ul style="list-style-type: none"> • Customer Safety: Immediate concerns about consumer health and potential legal actions. • Brand Reputation: Social media backlash and declining customer trust. • Media Pressure: Negative media coverage demanding a public response. • Internal Coordination: The need for effective communication between departments (Quality Control, PR, and Legal). <p>FreshBite's CEO, Ms. Riya, must respond quickly with a crisis communication strategy that reassures customers, mitigates damage, and maintains the company's integrity.</p>			
	a.	What are the key steps FreshBite should take as part of their crisis communication plan?	05	L5	CO4
	b.	How should the company handle media relations during this crisis?	05	L5	CO4
	c.	Suggest a strategy to rebuild customer trust after the crisis.	05	L5	CO4
	d.	What ethical considerations should FreshBite keep in mind while addressing the public?	05	L5	CO4