

Seat No. : _____

JF-101

January-2025

MBA-I, Sem.-I

Managerial Communication

Time : 2½ Hours]

[Max. Marks : 70

1. (A) Provide a real-life scenario from your experience (or hypothetical situation) where non-verbal communication either strengthened or undermined the message being communicated. What were the specific non-verbal cues involved and how did they affect the interaction ? 7

1. (B) Evaluate the effectiveness of Digital communication forms within the organization. How do they contribute to the company's goals and what challenges might exist in utilizing them effectively ? 7

2. What strategies or techniques would you adopt to enhance your listening skills in your professional life ? How would you ensure that you are consistently listening with empathy and understanding ? 14

OR

2. (A) Imagine you are leading a team meeting where an employee presents a new project proposal. What type(s) of listening would you use in this scenario to ensure you fully understand the proposal and respond appropriately ? Justify your choice. 7

2. (B) Describe a situation where critical listening would be crucial for a manager. How would you use critical listening to assess the information provided and make an informed decision ? 7

3. (A) Think and write the opening and closing for the following topic :
Social media is triggering “Fear of Missing Out” amongst the youth, precipitating depression and loneliness. 7
3. (B) Identify and explain at least five key elements of effective spoken communication etiquette that a manager should practice in both formal and informal settings. 7

OR

3. Would you rather (a) deliver an oral presentation to an outside audience, (b) be interviewed for a news story, or (c) make presentation to a departmental meeting ? Why ? How do the communication skills differ among those situation ? Explain. 14
4. Sales at The Style Shop, a clothing store for men, have declined for the third month in a row. Your boss is not sure whether this decline is due to a weak economy or to another unknown reason. He has asked you to investigate the situation and to submit a report to him highlighting some possible reasons for the decline. Prepare a Report on same. 14

OR

4. Develop a proposal for a corporate sustainability initiative focusing on reducing carbon footprint and promoting renewable energy use. 14
5. (A) Discuss the different types of meetings and the specific goals of each. Provide an example of when each type would be most appropriate in a business setting. 7
5. (B) When delivering a presentation to a diverse group, how would you engage and maintain the attention of your audience throughout the session ? Discuss specific techniques that could help keep the audience engaged. 7
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