



Seat No. : \_\_\_\_\_

# DL-104

December-2025

4<sup>th</sup> Year MBA, Sem.-VII

## Managerial Communication

Time : 2:30 Hours]

[Max. Marks : 70

1. (a) *In every professional setting, effective communication serves as the invisible thread that connects people, ideas and actions. When messages are expressed thoughtfully and received with awareness, organizations move forward with purpose, teams collaborate with ease and individuals achieve far more than they could alone.* With respect to the statement, discuss different strategies for communicating more effectively on the job. 7
- (b) *Cultural sensitivity is not about knowing every custom; it is about approaching every individual with respect, curiosity and the willingness to understand perspectives shaped by experiences different from our own.* With respect to the statement, explain the concept of culture. Also define ethnocentrism and stereotyping and suggest ways to overcome these limiting mindsets. 7
2. (a) *In business communication, planning is not an extra step – it is the foundation. A well-planned message reduces confusion, prevents mistakes and ensures that every sentence moves the audience toward understanding, trust and action.* With respect to the statement, discuss in detail the first two steps of planning : Analysing the situation and Gathering information. 7
- (b) *Completing a business message is more than polishing words – it is the stage where clarity is sharpened, errors are eliminated and professionalism is perfected. A message may be written in minutes, but it is completed with the care that earns trust.* With respect to the statement, discuss the four major tasks involved in the final step of writing business messages. 7

3. (a) *Reports and proposals are powerful business documents; their impact depends on the expertise and planning invested long before the writing begins.* Considering this statement, elaborate on the systematic steps for planning reports and proposals. 7
- (b) *The general purpose of any proposal is to persuade readers to do something, such as purchase goods or services, fund a project, or implement a program.* With respect to the statement, describe the strategies to strengthen a proposal argument. 4
- (c) Elucidate the major difference between direct and indirect approach in report writing. 3
4. (a) Explain how modifying graphics for different slides enhances visual and oral presentation. 7
- (b) Elucidate how identifying key points illustrate visual design communication. Also discuss the importance of oral and textual presentation in this process. 4
- (c) Describe the effective use of transitions built in electronic slides and other visuals. 3
5. (a) Describe the various types of memorandums. Also write down the memo on : 7  
 As the HR Manager of Opera Pvt. Ltd. Write a memo informing all employees as regarding the implementation of a new hybrid work policy effective from the next month.
- (b) Analyse the advantages and limitations of using the Chicago (Humanities) citation style in academic writing with suitable examples. 7
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