

**Q.1** i) Briefly discuss the concept of "cultural intelligence" in the context of managerial communication. Provide two practical examples illustrating how a manager with high cultural intelligence might adapt their communication style when interacting with individuals from different cultural backgrounds. (7)

ii) Explain the significance of "active listening" in managerial communication. Describe two specific techniques a manager can employ to enhance their active listening skills and discuss how effective active listening can contribute to improved team dynamics and conflict resolution within an organization. (7)

**Q.2** Effective managerial communication relies heavily on both group discussions and interviews. Analyse the key objectives, advantages, and potential challenges associated with utilizing these two distinct communication formats within an organizational setting. Furthermore, discuss how managers can strategically employ each method to achieve specific communication goals, providing relevant examples. (14)

**OR**

**Q.2** Compare and contrast the role and dynamics of group discussions and interviews as tools for managerial decision-making and information gathering. Critically evaluate the communication skills required for a manager to effectively lead and participate in group discussions, and to conduct successful interviews. How can an understanding of non-verbal cues and active listening enhance the effectiveness of both these communication scenarios in a managerial context?

**Q.3** Meetings are a ubiquitous yet often criticized aspect of organizational life. Analyse the fundamental purposes of meetings in managerial communication and discuss the key elements that contribute to their effectiveness. Critically evaluate the challenges that can hinder successful meetings and propose practical strategies that managers can implement to ensure meetings are productive, focused, and achieve their intended objectives. (14)

**OR**

**Q.3.** In today's dynamic and often complex corporate landscape, the ability of managers to communicate effectively is more crucial than ever. Discuss the significance of managerial

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communication in navigating challenges such as globalization, technological advancements, and diverse workforces. Furthermore, analyze how both internal and external communication strategies employed by managers can contribute to building a strong corporate culture, enhancing organizational reputation, and achieving sustainable growth.

**Q.4** Evaluate the role of email as a tool for various managerial communication functions, such as disseminating information, delegating tasks, providing feedback, and managing conflict. Discuss the advantages and disadvantages of using email for each of these functions compared to other communication channels. Provide specific examples of how managers can leverage email effectively for internal and external communication, ensuring professionalism and achieving desired outcomes.

(14)

**OR**

**Q.4** Effective written communication is paramount for managerial success. Discuss the critical elements that contribute to clear, concise, and impactful written communication in a professional setting. Analyze the challenges managers often face in achieving effective written communication and propose strategies to overcome these obstacles. Support your answer with examples of different types of managerial writing, such as emails, reports, and memos.

**Q.5.** You are the newly appointed Sustainability Manager at "EcoTech Solutions," a mid-sized technology firm. The CEO, Mr. Sharma, has requested a comprehensive report outlining the company's current environmental impact and proposing actionable strategies for improvement. He emphasizes the need for the report to be data-driven, financially responsible, and persuasive enough to gain buy-in from the senior leadership team.

Describe the key sections you would include in this sustainability report. For each section, explain the type of information you would present and justify your approach in terms of effective managerial communication, considering the audience and the objective of the report.

(14)

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