



Roll No.

**PRESIDENCY UNIVERSITY  
BENGALURU**

**SEC: F TO K**

**SCHOOL OF MANAGEMENT**

**SET A**

**MID TERM EXAMINATIONS**

Sem & AY: Odd Sem 2019-20

Date: 15.11.2019

Course Code: MGT 211

Time: 9.30 AM to 11.00 AM

Course Name: COMMUNICATION FOR MANAGERS

Max Marks: 40

Program & Sem: MBA & I

Weightage: 20%

**Instructions:**

- (i) The students must demonstrate critical thinking and analytical ability.
- (ii) Marks will be deducted for grammatical errors and wrong sentence construction.
- (iii) The students will be rewarded for creative situational thinking, based on conceptual clarity.

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each Question carries two marks. (3Qx2M=6M)**

1. What is active listening? (C.O. NO.1& 2) [Knowledge]
2. What is cognitive filter? (C.O. NO.1&2) [Knowledge]
3. What is overlistening? (C.O. NO.1&2) [Knowledge]

**Part B [Thought Provoking Questions]**

**Answer all the Questions. Each Question carries five marks. (4Qx5M=20M)**

4. Explain with an example interpersonal and group communication within a business organization. (2.5+2.5=5 M) (C.O.NO.1&2) [Comprehension]
5. "Persuasion is at the heart of business communication." Elucidate the comment with an example. (C.O. NO.1&2) [Comprehension]
6. "Earlier this week, SoftBank's Masayoshi Son said that it was a mistake to have invested in WeWork, and shared a "simple" three step plan to turn around the company, which included dumping side businesses that aren't profitable. Well, it seems like that might be happening soon, as WeWork has published a "90-day game plan" that divests itself of those non-core businesses and includes internal layoffs, as first reported by CNBC.

Some WeWork employees seem to be anticipating the layoffs, as this week, a group calling themselves the WeWorkers Coalition sent an open letter to company management demanding to be part of decision-making at the company and more transparency and accountability from the company. Marcelo Claure, the new exec chairman at WeWork, apparently responded, but “did not acknowledge the workers’ request for a meeting,” according to The New York Times.”

If this write-up were read out to you, what sort of listening method would you apply and how would it help you understand the contents of the audio text better? 5 Marks

(C.O.NO.1&2) [Comprehension]

7. As the CEO of a company, write a memo to all the employees about the launch of a new product by your company. (C.O.NO.2) [Comprehension]

### Part C [Problem Solving Questions]

Answer the Questions. Each Question carries fourteen marks. (1QX14M=14M)

8. In 2015, the BBC reported this about the carmaker Volkswagen:

“It’s been dubbed the “diesel dupe”. In September, the Environmental Protection Agency (EPA) found that many VW cars being sold in America had a “defeat device” – or software – in diesel engines that could detect when they were being tested, changing the performance accordingly to improve results. The German car giant has since admitted cheating emissions tests in the US.”

This given scenario explains how Volkswagen managers had knowingly violated US emission norms for a quick profit. Explain the basis for an ethically sound communication process that could have put a stop to Volkswagen’s illegal business practice. (C.O.NO.1&2) [Application]



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**Max Marks: 40**

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**Instructions:**

- (i) *The students must demonstrate critical thinking and analytical ability.*
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- (iii) *The students will be rewarded for creative situational thinking, based on conceptual clarity.*

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each Question carries two marks. (3Qx2M=6M)**

1. Why is business communication focused so much nowadays. (C.O.N.O.1) [Knowledge]
2. Differentiate the Intrapersonal and Interpersonal communication. (C.O.N.O.1) [Knowledge]
3. What is Active listening? (C.O.N.O.1) [Knowledge]

**Part B [Thought Provoking Questions]**

**Answer all the Questions. Each Question carries four marks. (4Qx5M=20M)**

4. "Grapevine communication provides psychological satisfaction to employees."  
Explain this statement and also state its Merit and Demerits. (C.O.N.O.2) [Comprehension]
5. Explain the communication process with examples. (C.O.N.O.2) [Comprehension]
6. What are different approaches to listening? (C.O.N.O.2) [Comprehension]
7. Explain the flow of communication in an organization. (C.O.N.O.2) [Comprehension]

**Part C [Problem Solving Questions]**

**Answer the Question. Each Question carries seven marks.**

**(2Qx7M=14M)**

8. Write a Memo to the Accounting Department asking them to attend training to learn about the new software the company has adopted. (C.O.N.O.2) [Application]
9. Write a claim letter to supplier for delivery of damaged goods and ask for replacement or reimbursement of valued amount. (C.O.N.O.2) [Application]



# SCHOOL OF MANAGEMENT

**Semester:** Odd Sem 2019-20

**Course Code:** MGT211

**Course Name:** Communication for Managers

**Date:** 16-10-2019

**Time:** 90 minutes

**Max Marks:** 40

**Weightage:** 20%

### Extract of question distribution [outcome wise & level wise]

| Q.NO.         | C.O.NO<br>(%age of CO) | Unit/Module Number/Unit /Module Title | Memory recall type                 | Thought provoking type             | Problem Solving type  | Total Marks |
|---------------|------------------------|---------------------------------------|------------------------------------|------------------------------------|-----------------------|-------------|
|               |                        |                                       | [Marks allotted]<br>Bloom's Levels | [Marks allotted]<br>Bloom's Levels | [Marks allotted]<br>A |             |
|               |                        |                                       | K                                  | C                                  | A                     |             |
| Part A<br>(1) | 1                      | 1                                     | 2                                  |                                    |                       | 2           |
| (2)           | 1                      | 1                                     | 2                                  |                                    |                       | 2           |
| (3)           | 1                      | 2                                     | 2                                  |                                    |                       | 2           |
| Part B<br>(1) | 1                      | 1                                     |                                    | 5                                  |                       | 5           |
| (2)           | 1                      | 1                                     |                                    | 5                                  |                       | 5           |
| (3)           | 1                      | 2                                     |                                    | 5                                  |                       | 5           |
| (4)           | 1                      | 1                                     |                                    | 5                                  |                       | 5           |
| Part C<br>(1) | 2                      | 3                                     |                                    |                                    | 7                     | 7           |
| (2)           | 2                      | 3                                     |                                    |                                    | 7                     | 7           |
|               | <b>Total Marks</b>     |                                       |                                    |                                    |                       | <b>40</b>   |

K = Knowledge Level    C = Comprehension Level, A = Application Level



Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

I hereby certify that all the questions are set as per the above guidelines. [Name of faculty]

Reviewer's Comments:

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## Annexure- II: Format of Answer Scheme



### SCHOOL OF MANAGEMENT

#### SOLUTION

Semester: Odd Sem 2019-20

Course Code: MGT211

Course Name: Communication for Managers

Date: 16-10-2019

Time: 90 Minutes

Max Marks: 40

Weightage: 20%

#### Part A

(3Q x 2M =6 Marks)

| Q No | Solution   | Scheme of Marking | Max. Time required for each Question |
|------|--|-------------------|--------------------------------------|
| 1    | How communication helps in organization.                     | 2                 | 5 min                                |
| 2    | Explanation of intrapersonal and extrapersonal communication | 2                 | 5 min                                |
| 3    | Definition of active listening                               | 2                 | 5 min                                |

#### Part B

(4Q x5 M = 20 Marks)

| Q No | Solution                                   | Scheme of Marking            | Max. Time required for each Question |
|------|--|------------------------------|--------------------------------------|
| 1    | Explanation<br>Advantages<br>Disadvantages | 2 marks<br>2marks<br>1 marks | 12 min                               |
| 2    | Elements of communication<br>Diagram       | 3 marks<br>2 marks           | 12 min                               |
| 3    | Types of listening<br>explanation          | 3 marks<br>2 marks           | 12 min                               |





|          |                                     |                    |        |
|----------|-------------------------------------|--------------------|--------|
| <b>4</b> | Levels of communication explanation | 3 marks<br>2 marks | 12 min |
|----------|-------------------------------------|--------------------|--------|

**Part C**

(2Q x 7M = 14Marks)

| Q No     | Solution   | Scheme of Marking                    | Max. Time required for each Question |
|----------|--|--------------------------------------|--------------------------------------|
| <b>1</b> | Heading<br>Address<br>Body                           | 1 mark<br>2 mark<br>4 mark           | 13 min                               |
| <b>2</b> | Heading<br>Address<br>Body<br>Complimentary<br>close | 1 mark<br>2 mark<br>3 mark<br>1 mark | 14 min                               |





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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**END TERM FINAL EXAMINATION**

**Semester:** Odd Semester: 2019 - 2020

**Course Code:** MGT 211

**Course Name:** COMMUNICATION FOR MANAGERS

**Program & Sem:** MBA & I

**Date:** 28 December 2019

**Time:** 9:30 AM to 12:30 PM

**Max Marks:** 100

**Weightage:** 50%

**Instructions:**

- (i) Read the all questions carefully and answer accordingly.*
- (i) The students must demonstrate critical thinking and analytical ability.*
- (ii) Marks will be deducted for grammatical errors and wrong sentence construction.*
- (iii) The students will be rewarded for creative situational thinking, based on conceptual clarity.*

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each Question carries 5 marks.**

**(6Qx5M=30M)**

1. Why is active listening important? Explain the Techniques of Active listening.  
(C.O.No.1) [Knowledge]
2. Explain Netiquette and fundamentals of Netiquette. (C.O.No.2) [Knowledge]
3. What is meant by barriers to communications? How and why do they occur?  
(C.O.No.2) [Knowledge]
4. Differentiate between Notice and Agenda. (C.O.No.1) [Knowledge]
5. How can you get and keep the audience's attention during your presentation?  
(C.O.No.2) [Knowledge]
6. What factors have to be considered while selecting Media and medium to transfer message?  
(C.O.No.2) [Knowledge]

**Part B [Thought Provoking Questions]**

**Answer all the Questions. Each Question carries 10 marks.**

**(4Qx10M=40M)**

7. A report can be divided into preliminary parts, report text and addenda. Explain the key elements of each sections. (C.O.No.2) [Comprehension]
8. What are the advantages of presenting information visually rather than through written text? (C.O.No.2) [Comprehension]

9. Diversity comes in many different forms in business. Gender roles, race, different culture groups- and even migrant workers – are represented in diverse workplaces. Explain what are the challenges of communication in a Diverse workplace. (C.O.No.2) [Comprehension]
10. What is considered positive body language while making presentations and how will you deal with nervousnes? (C.O.No.2) [Comprehension]

### Part C [Problem Solving Questions]

**Answer both the Questions. Each Question carries 15 marks.**

**(2Qx15M=30M)**

11. i). As a manager of Leela palace, Bangalore, write a claim letter to the General Manager of Bharat Potteries, Hosur Road, Bangalore, telling him that most of the contents of the china-ware which you had ordered from their firm have reached you in a damaged condition. Demand suitable compensation. Invent necessary details.

ii). As the sales Manager of Bharat Potteries, draft a suitable reply.

(C.O.No.1&2) [Application]

12. **Case study:**

You are shopping for the winter ware with your friend in a retail outlet in Bangalore. After some searching, you have selected one red jacket. It was a tough selection between a red and a green jackets, both of which you liked very much. However, you were not sure whether you could afford both. You asked the salesperson about the price. He replied that the price is Rs. 750. Since you cannot afford to buy jackets for Rs. 1500. You decided to take one. At the same time, your friend Geetha came to you and said that the same jackets have discounts of 30%. You were excited to hear this as this means one jacket will cost Rs.1,050. Thus you bought two jackets.

However, when the bill was given, you were surprised to see Rs. 1500 as the bill for two jackets. This made you to ask the details from the billing staff at the counter. After some argument, it was explained that the actual price of the jacket was Rs. 1,071 and the price of Rs. 750 which was told to you was the selling price after discount. Since it was billed, the counter refused to cancel the bill as per the cancellation policy of the store. You had to pay Rs. 1,500 though you were not willing to. You have realized that the entire problem was caused due to communication problem.

**Answer the questions:**

(C.O.No.1&2) [Application]

- a) Who is at fault for this communication problem and why?
- b) Based on this experience, what instruction should the store give to sales persons regarding handling the customers as part of standard operation procedure?
- c) What were the possible sources of information regarding the price of the jacket available to you and which ones have you missed?



## SCHOOL OF MANAGEMENT

### END TERM FINAL EXAMINATION

#### Extract of question distribution [outcome wise & level wise]

| Q.NO.       | C.O.N<br>O<br><br>(%<br>age of<br>CO) | Unit/Module<br>Number/Unit<br><br>/Module Title | Memory recall<br>type | Thought<br>provoking type | Problem Solving<br>type | Total<br>Marks |     |
|-------------|---------------------------------------|---|-----------------------|---------------------------|-------------------------|----------------|-----|
|             |                                       |   | [Marks allotted]      | [Marks allotted]          | [Marks allotted]        |                |     |
|             |                                       |   | Bloom's Levels        | Bloom's Levels            | [Marks allotted]        |                |     |
|             |                                       |   | K                     | C                         | A                       |                |     |
| Part A      |                                       |   |                       |                           |                         |                |     |
| 1           | 1                                     | 3   | √                     |                           |                         | 5              |     |
| 2           | 1                                     | 6   | √                     |                           |                         | 5              |     |
| 3           | 1                                     | 1   | √                     |                           |                         | 5              |     |
| 4           | 1                                     | 4   | √                     |                           |                         | 5              |     |
| 5           | 1                                     | 7   | √                     |                           |                         | 5              |     |
| 6           | 1                                     | 2   | √                     |                           |                         | 5              |     |
| Part B      |                                       |   |                       |                           |                         |                | 10  |
| 7           | 1                                     | 6   |                       | √                         |                         |                |     |
| 8           | 2                                     |   |                       | √                         |                         |                | 10  |
| 8           | 2                                     | 4   |                       | √                         |                         |                | 10  |
| 9           | 2                                     | 1   |                       | √                         |                         |                | 10  |
| 10          | 2                                     | 7   |                       | √                         |                         |                | 10  |
| Part c      |                                       |   |                       |                           |                         |                |     |
| 11          | 2                                     | 4   |                       |                           | √                       |                | 15  |
| 12          | 2                                     | 1&2   |                       |                           | √                       |                | 15  |
| Total Marks |                                       |   |                       |                           |                         |                | 100 |

K = Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

I hereby certify that all the questions are set as per the above guidelines.

*PrahmPahm*

Faculty Signature:

Reviewer Comment:

### Format of Answer Scheme



## SCHOOL OF ENGINEERING

### SOLUTION

Semester: Odd Sem. 2019-20

Course Code: MGT211

Course Name: COMMUNICATION FOR MANAGERS

Program & Sem: MBA & I SEM

Date: 28.12.2019

Time: 3 HRS

Max Marks: 100

Weightage: 50%

#### Part A

(6Q x 5M = 30Marks)

| Q No | Solution   | Scheme of Marking | Max. Time required for each Question |
|------|--|-------------------|--------------------------------------|
| 1    | Definition of Active listening<br>Techniques of Active listening | 2<br>3            | 10                                   |
| 2    | Netiquette Explanation<br>Fundamentals of Netiquette             | 2<br>3            | 10                                   |
| 3    | Explanation of barriers to communication<br>Reason               | 2<br>3            | 10                                   |
| 4    | 5 differences between notice and agenda                          | 5                 | 10                                   |
| 5    | 5 ways to get attention during presentation                      | 5                 | 10                                   |
| 6    | 5 factors to be considered while selecting media                 | 5                 | 10                                   |

**Part B**

(4Q x 10M = 40 Marks)

| Q No | Solution  | Scheme of Marking | Max. Time required for each Question |
|------|---|-------------------|--------------------------------------|
| 7    | List of individual parts of reports<br>Explanation                              | 4<br>6            | 15                                   |
| 8    | 10 importance of visual aids  | 10                | 15                                   |
| 9    | 10 challenges of communication in a diverse workplace                           | 10                | 15                                   |
| 10   | 5 positive body language during presentation<br>5 ways to deal with nervousness | 10                | 15                                   |

**Part C**

(0Q x 0M = 0Marks)

| Q No | Solution   | Scheme of Marking                            | Max. Time required for each Question |
|------|--|--|--------------------------------------|
| 11   | i). Heading<br>Address<br>Body<br>close<br>ii). Heading<br>Address<br>Body<br>close  | 1<br>2<br>3 1/2<br>1<br>1<br>2<br>3 1/2<br>1 | 30                                   |
| 12   | a) Persons responsible for fault and reason<br>b) 5 instructions to be given to sales person<br>c) Possible sources of information and missed ones | 5<br>5<br>5                                  | 30                                   |

