



PRESIDENCY UNIVERSITY

BENGALURU

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End - Term Examinations - December 2025

Date: 24- 12-2025

Time: 09:30am - 12:30pm

School: SOM-PG	Program: MBA	
Course Code: : MBA3132	Course Name: STORYTELLING FOR BUSINESS	
Semester: III	Max Marks: 100	Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	37	29	34		

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 3marks.

10Q x 3M=30M

1.	'Storytelling is one of the oldest forms of human communication and goes beyond just "telling a story"—it creates connection and meaning.' Classify different types/methods of storytelling.	3 Marks	L2	CO1
2.	Storytelling is not just about narrating events—it's about making sense of the world and sharing it in a way that moves people. Summarize the objectives of Storytelling.	3 Marks	L2	CO1
3.	Explain different modes of Digital & Interactive Storytelling of 21st Century.	3 Marks	L2	CO1
4.	Strong Hook is a compelling opening that grabs attention in storytelling. Explain with example.	3 Marks	L2	CO1
5.	'Organizational change a planned, systematic Change in the values or operations of employees to create overall growth in a company or organization.' Demonstrate the areas organizations focus while Organizational Change.	3 Marks	L3	CO2
6.	Data storytelling connects the numbers to real-world implications, helping leaders make informed, confident choices. Interpret the meaning of data storytelling.	3 Marks	L3	CO2

7.	Through stories, leaders can share examples of how employees have demonstrated the organization's values in action. Illustrate with an example.	3 Marks	L3	C02
8.	Pitch refers to the <i>highness or lowness</i> of your voice. Determine the role of Pitch in vocal storytelling.	3 Marks	L3	C03
9.	Rate (Pace) refers to <i>how fast or slow</i> you speak. Determine the role of Rate in vocal storytelling.	3 Marks	L3	C03
10.	Illustrate the role of organizational values in shaping employees' behavior.	3 Marks	L3	C03

Part B

Answer the Questions.

Total Marks 40M

11.	a.	Humans have been sharing stories with each other, with and without words, since the dawn of recorded history, but the cognitive foundations of behavior can be traced deeper into our past. Explain the evolution of Storytelling.	10 Marks	L2	C01
OR					
12.	a.	Myths & Folklore (Stories were passed orally from generation to generation — myths explained natural phenomena, folklore taught moral lessons). Describe with examples such two stories and their objectives.	10 Marks	L2	C01
13.	a.	Conflict management through storytelling is a powerful and creative approach to resolving disputes, improving relationships in the organizations. Illustrate different Storytelling Techniques for Conflict Management.	10 Marks	L3	C02
or					
14.	a.	'Changes are always good but changes are always obstructed.' Illustrate the reasons for obstruction of organizational changes.	10 Marks	L3	C02
15.	a.	Keeping in mind the Storytelling Framework, prepare and Organizational Change and Development story.	10 Marks	L3	C02
OR					
16.	a.	A company reports a 20% revenue increase but also a sharp rise in customer complaints. Prepare balanced data story to integrate both trends.	10 Marks	L3	C02
17.	a.	Prepare a story for a team member consistently underperforming. Apply an organizational value (such as responsibility or excellence) through storytelling to motivate improvement to your team with storytelling.	10 Marks	L3	C03
Or					
18.	a.	Apply humanizes perspectives, empathy, reflections, emotions, outcomes etc. and design business story in the field of conflict management.	10 Marks	L3	C03

Part C

Answer all the Questions. Each question carries 15marks

2Q x 15M=30M

19.	a.	<p>BrightTech Solutions is a mid-sized software development company known for its collaborative work culture. Recently, the company began a new project—developing a mobile app for a global retail client. The project team consisted of diverse members:</p> <ul style="list-style-type: none"> • Rohan, the Project Manager – known for being structured and time-focused. • Meera, the Creative Lead – innovative and passionate, but often flexible with timelines. • Aditya, the Developer – logical, prefers clear instructions and dislikes ambiguity. • Nisha, the Client Coordinator – a strong communicator who bridges client expectations with the team’s capabilities. <p>The Conflict: Two months into the project, tensions began to rise. Rohan was under pressure from senior management to deliver the app within the deadline. Meera, on the other hand, wanted to redesign several user interface elements, claiming the client’s feedback indicated a need for creativity and visual appeal. When Rohan refused, citing time constraints, Meera felt that her ideas were undervalued. Aditya became frustrated because last-minute design changes disrupted his coding schedule. Nisha was caught in the middle—receiving conflicting messages from both the client and her teammates. Meetings became tense, and communication broke down. Team members started avoiding discussions, and productivity dropped.</p> <p>The Turning Point (Storytelling Moment): One Friday afternoon, the HR Manager, Anita, called for a short “Story Circle” session—an informal gathering where each team member was asked to share their version of the story behind the conflict.</p> <p>During the session:</p> <ul style="list-style-type: none"> • Rohan shared a story from his early career when missing a deadline had cost his company a major client. • Meera narrated how her previous project succeeded because her creative freedom was respected. • Aditya told a story about being blamed for errors caused by unclear design changes. • Nisha shared how client satisfaction often depends on empathy and trust, not just deliverables. <p>As they listened to each other’s stories, the team began to understand the emotions and experiences driving each other’s</p>	15 Marks	L2	CO1
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		<p>actions. The shared storytelling helped them reframe the issue— not as a “who’s right” debate but as a shared challenge requiring balance between creativity and deadlines.</p> <p>Resolution: With Anita’s guidance, they agreed to set clearer communication channels and flexible checkpoints where creative input could be integrated without derailing the timeline. Over the next few weeks, the team restored trust and successfully completed the project.</p> <p>Q1. Discuss the issues and solutions adopted in the case. (07marks)</p> <p>Q2. Explain the role of humanize perspective, empathy, reflections and emotions for conflict management with storytelling. (08 marks)</p>			
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20.	a.	<p>“I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin, but by the content of their character.” -Martin Luther King, Jr..</p> <p>Prepare a story as per the given quote and elaborate the purpose, audience, organizational values and clear message given in the story.</p>	15 Marks	L3	CO3
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