



<b>ROLL NO.</b>	
<b>ID NO.</b>	

**PRESIDENCY UNIVERSITY, BENGALURU  
SCHOOL OF MANAGEMENT**

Max Marks: 100

Max Time: 180Mins

Weightage: 40 %

**ENDTERM FINAL EXAMINATION**

I Semester AY 2017-18

Course: **MGT 101 – COMMUNICATION FOR  
MANAGER**

26 DECEM 2017

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**Instructions:**

- i. Write legibly
  - ii. Scientific and non programmable calculators are permitted
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**Part A**

**[5Q x 3 M= 15 Marks]**

1. What are the three steps of writing process?
2. Is audience analysis important for writing messages? Give at least two reasons?
3. Use the preferable words for the words that reflect gender bias.  
Eg. Manpower - workforce  
a. Businessman                      b. Man-made                      c. Salesman
4. Define-‘brainstorming’
5. Define-‘E-mail hygiene’

**Part B**

**[6Q x 5 M= 30 Marks]**

6. Revise the following short message so that they are more direct and concise; develop a subject line for the message.  
Thank you for contacting us about the difficulty you had in collecting your luggage at Denver International Airport. We are very sorry for the inconvenience this has caused you. As you know, travelling can create problems of this sort regardless of how careful the airline personal might be. To receive compensation, please send us a detailed list of the items that you lost and complete the following questionnaire. You can e-mail back to us.
7. Write a paragraph on ‘Team Work’ for about 100 words using the key components of a paragraph. Use a suitable method to develop your paragraph.
8. Rewrite the following paragraph by splitting it into bulletin points in order to achieve clarity.

Owing your own business has many potential advantages. One is the opportunity to pursue your own personal passion. Another advantage is the satisfaction of working for you. As a sole proprietor, you also have the advantage of privacy because you do not have to reveal your financial information or plans.

9. What are the major differences between informational and analytical reports?
10. Define briefly. a. Chronological Resume b. Functional Resume and c. Combination Resume
11. Explain the need to treat e-mail as a professional medium and identify the qualities of an effective email subject line.

### Part C

**[15+15+25 M= 55 Marks]**

12. You have been selected for the second round of interview with “Wise Solutions” which has asked you to produce a letter of recommendation from a professor with whom you were associated with. Write a letter, requesting your professor who took classes for you to send a letter of recommendation to you. Give him hints to refresh you association with the professor and the details to be included in the letter of recommendation. **[15 M]**
13. Draft a letter asking the manager why he had not chosen you instead of the other candidate and ask his feedback on your performance. **[15 M]**
14. Your group students are asked to prepare a report on ‘Smoking Among the youth in India’. You asked your batch students to prepare a survey questionnaire on “Smoking Among Youth” and to get responses from 200 students. You took the responsibility of writing the body of the report. Your group students collected the response from the representative samples and prepared the data in table format which is given below.

Age-Group	Smokers (both boys and girls)	Reasons-Adventure	Reasons- To be branded as ‘modern/stylish’	Awareness about short/ long Term effect	Plan to “Quit” this bad-habit
18-19	55	89	21	04	79
20-21	45	22	23	37	63
22-23	77	11	16	69	28
24 -32	23	07	13	90	30

They have assured that they will be preparing the front matter and the back matter of the report. Now it is your turn to prepare the body of the report which includes: a. Introduction b. Discussion c. Conclusion and d. Recommendation. Analyze the data carefully and prepare the body of the report identifying the necessary details. You can also use illustration to support your discussion.

**[25 M]**



**PRESIDENCY UNIVERSITY, BENGALURU**  
**SCHOOL OF MANAGEMENT**

Max Marks: 60

Max Time: 120 Mins

Weightage: 20 %

**2017 MBA I Semester**  
**MID TERM EXAMINATION**

I Semester AY - 2017-2018 Course: **MGT 101 – Communication for Managers**

23 Oct 2017

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**Instructions:** i. Write legibly  
ii. Manage the time effectively

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**Part A**

(6Q x 2M= 12 Marks)

1. What are the two most purposes for giving oral presentations?
2. Give any four benefits of team work.
3. Define critical listening with an example.
4. Give any two differences between transition and builds.
5. Define the terms: Encoding and Decoding.
6. Why do you limit your scope when planning a presentation?

**Part B**

(4 Q x 6 M= 24 Marks)

7. How can you get and keep the audience's attention during your presentation?
8. Explain the difference between structured and free form slides.
9. Highlight the advantages and disadvantages of working in team.
10. Explain the communication process with examples.

**Part C**

(3 Q x 8 M= 24 Marks)

11. What is meant by barriers to communications? How and why do they occur?
12. Clarify the importance of non-verbal communication. Briefly describe six categories of non verbal communication.
13. Your friend is going to do a presentation in a national conference. The person has confident in presenting the contents and styles. But, he/she is worried little bit on dealing the question and answer phase. Suggest him/her the strategies from your learning to deal the question and answer phase of his presentation effectively.