



**PRESIDENCY UNIVERSITY,
BENGALURU**

SCHOOL OF MANAGEMENT

SET A

MID TERM EXAMINATION

Odd Semester: 2018-19

Date: 22 October 2018

Course Code: MGT101

Time: 2 Hours

Course Name: Communication for Managers

Max Marks: 40

Branch & Sem: MBA I Sem

Weightage: 20%

Instructions:

(i) *All parts of the questions are compulsory*

Part A

Answer **all** the Questions. **Each** question carries **four** marks.

(3x4=12)

1. Define Communication.
2. Draw the communication process model.
3. Which are the suggestions of effective listening.

Part B

Answer **all** the Questions. **Each** question carries **six** marks.

(2x6=12)

5. What are the different channels of communication within an organization? Explain inferences in each channel.
6. You are the Marketing Executive of Landmark Group (Max & Lifestyle). You are announcing new Winter Fashion Sale in the early weeks of December. Draft a sales letter to your dealers in Bangalore introducing exclusive styles and offers.

Part C

Answer the Question. **Each** question carries **eight** marks.

(2x8=16)

7. You are the secretary of monthly meeting of team leaders at HCL, Bangalore. Prepare a Notice inviting all the members concerned along with an agenda and draft the minutes of the meeting. Invent the necessary details like; Sports meet, Family trip, etc.
8.
 - i. As the Manager of Taj Hotel, 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.



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Instructions:

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Part A

Answer **all** the Questions. **Each** question carries **four** marks.

(3x4=12)

1. What are the different levels of communication?
2. What prevents good listening?
3. What is meant by "Communication is a two-way process"?

Part B

Answer **all** the Questions. **Each** question carries **six** marks.

(2x6=12)

4. Please explain the flow of formal communication in an organization?
5. As Manager of a bank, write a sales letter to your customers to promote the credit cards introduced by your bank. Invent the necessary details.

Part C

Answer all the Questions. Each question carries **eight** marks.

(2x8=16)

6. Draft a notice , agenda and minutes of the meeting for third Annual General meeting including the following :1)To appoint bankers to the company .2)to close share Transfer book and Register of members.3)to appoint a director on the retirement of an existing member.4)to fix the date of the next meeting of the Board of Directors.
7. Some steel cupboards and filing cabinets which you had ordered for your office have been delivered to your office in damaged condition. You have reason to believe that they were handled carelessly in transit. Draft a letter claiming replacement also draft one more letter issuing credit note for the damaged goods. Two letters need to written.



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Odd Semester: 2018-19

Date: 20 November 2018

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Course Name: Communication for Managers

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Branch & Sem: MBA & I Sem

Weightage: 20%

Instructions:

- (i) Read the questions carefully before answering
- (ii) Answer only one question from Part C
- (iii) Do not leave any question unattempted

Part A

Answer **all** the Questions. **Each** question carries **four** marks. (3x4=12)

1. Why is business communication focused so much nowadays? Explain with its purpose.
2. What are the factors that obstacle the communication process?
3. Differentiate the intrapersonal and interpersonal communication.

Part B

Answer **all** the Questions. **Each** question carries **eight** marks. (2x8=16)

4. How is *Rumor Mill* an inaccurate source of communication? Explain with any two examples.
5. Why is an appropriate channel required for the transmission of information? What are the different channels of communication? Explain.

Part C

Answer any **one** Question. Question carries **twelve** marks. (1x12=12)

6. What are the levels on which the organizational environment takes an effective business communication? Illustrate with the different levels of communication.

OR

“Communication is influenced by number of factors in the environment.” Explain the statement with the illustration of the external influences on business communication. Explain any two influences in details.



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Instructions:

- (i) Read the questions carefully before answering
- (ii) Answer only one question from Part C
- (iii) Do not leave any question unattempted

Part A

Answer **all** the Questions. **Each** question carries **four** marks.

(3x4=12)

1. When does 'communication breakdown' take place?
2. What is the difference between encoding and decoding a message?
3. Give any two examples of unethical behavior in an organization.

Part B

Answer **all** the Questions. **Each** question carries **eight** marks.

(2x8=16)

4. Explain in detail the different 'levels of communication'.
5. Explain the different ways in which 'Flow of Communication' takes place in an organization.

Part C

Answer any **one** Question. Question carries **twelve** marks.

(1x12=12)

6. How do diversity challenges and barriers to intercultural communication become an external influence on business communication? Elaborate.

OR

What are the different legal and ethical constraints in business communication? Explain by stating compromises and causes.



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SET B

END TERM FINAL EXAMINATION

Odd Semester: 2018-19

Date: 29 December 2018

Course Code: MGT 101

Time: 3 Hours

Course Name: Communication for Managers

Max Marks: 80

Programme & Sem: MBA & I Sem

Weightage: 40%

Instructions:

- (i) Write legibly.
- (ii) Read the questions carefully and answer appropriately.
- (iii) All Questions are compulsory

Part A

Answer **all** the Questions. **Each** question carries **five** marks.

(4Qx5M=20)

1. What are the steps in organizing the content in a Presentation?
2. What are the preliminary parts in a report? Explain in short.
3. How do you identify the key message?
4. What is an addenda, glossary, bibliography, Appendix and Index?

Part B

Answer **both** the Questions. **Each** question carries **ten** marks.

(2Qx10M=20)

5. Apply for a job as HR Manager in ABC Group of Companies with Resume.
6. What are acceptable dressing for Men and Women (Mention 5 points each)

Part C

Answer **both** the Questions. **Each** question carries **twenty** marks.

(2Qx20M=40)

7. The Dean, School of Management, Presidency University, Bengaluru-560064 is concerned about the use of mobiles by the students of MBA 1st Yr. of the University. You, as the student of the same Yr., have been asked to study the impact on their mental and physical health and suggest measures to minimize the problem. The data (hypothetical, to save your time) you obtained for this purpose from 300 classmates/ batch-mates of MBA1st Yr. through a questionnaire are tabulated below:

No. of respondents	Average time spent using the laptop per day	Mental Effects			Physical Effects		
		Loss of concentration	Depression	Irritability	Eye strain	Headache	Neck pain
60	4-6 Hours	20	15	5	7	9	4
100	6-8 Hours	23	17	20	19	11	10
140	More than 10 Hours	25	45	25	15	10	30

Analyze the data given above and write a short report (include cover page, executive summary, introduction, body and conclusion). Invent the necessary details.

8. Prepare ten slides with explanation for Presentation on Pollution.



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Course Name: Communication for Managers

Max Marks: 80

Programme & Sem: MBA & I Sem

Weightage: 40%

Instructions:

- (i) Write legibly.
- (ii) Read the questions carefully and answer.
- (iii) What is an executive summary in a report?

Part A

Answer **all** the Questions. **Each** question carries **five** marks.

(4Qx5M=20)

1. How to use your body language to win appreciation in presentations?
2. What are the components of a short report?
3. What are the different methods to start your presentation?
4. What is the right style to write formal report? Explain.

Part B

Answer **both** the Questions. **Each** question carries **ten** marks.

(2Qx10M=20)

4. Write an application for the post of Marketing Manager (admission) in Presidency University with your resume.
5. What are the essentials of a well groomed business executive?

Part C

Answer **both** the Questions. **Each** question carries **twenty** marks.

(2Qx20M=40)

6. Write a presentation on women empowerment in India, must have four slides on the topic?
7. Write a report on the harmful effects of smoking among the youth .Data can be fabricated?