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MANGALORE INSTITUTE OF TECHNOLOGY & ENGINEERING

(A Unit of Rajalaxmi Education Trust®, Mangalore)
Autonomous Institute affiliated to VTU, Belagavi, Approved by AICTE, New Delhi
Accredited by NAAC with A+ Grade & ISO 9001:2015 Certified Institution

Model Question Paper

First Semester MBA Degree Examination, 2025-26

Managerial Communication

Time: 3 Hours

Max. Marks: 100

Note: 1. Answer any **FOUR** full questions from Q1 to Q7.

2. Question No. 8 is compulsory.

3. M: Marks, L: RBT (Revised Bloom's Taxonomy) level, C: Course outcomes.

			M	L	C
Q1	a.	Outline the purpose of communication in business contexts.	03	L2	CO1
	b.	Ms Rasha is asked to give a brief presentation to European clients and expected to close the deal of their new product "Zingo" -a air purifier. Make use of the 7C's of communication that plays a vital role in convincing the clients.	07	L3	CO2
	c.	Vistara pilots have sought sick leave en masse, a move prompted by a revised salary structure due to poor communication skills displayed by the airline's top management. In its email to pilots, Vistara said that those who do not sign up for the new pay structure would not be allocated a slot on the upgrade sequence list. They would also not be eligible for the one-time bonus promised to pilots and would be deemed as not interested to work and therefore will not be included in the transition to Air India. This crisis leads to cancellation and delays of flights with the airline facing outrage from customers leading to huge losses. Identify the barriers to communication that have led to the crisis. Develop a communication strategy that you would have advised the company to avoid such a crisis.	10	L3	CO2
Q2	a.	Imagine that one of your team members is upset and angry because he delivered an important presentation badly. Make use of the role of empathy in motivating him to overcome this experience demonstrating effective communication skills.	03	L3	CO2
	b.	Explain the process of Listening.	07	L2	CO1
	c.	Ms Raina attended an interview and failed to identify the nonverbal cues of the interviewers. Therefore, he received poor scores eventually leading to rejection. If you were Ms Raina, how would you have overcome this, by making use of different categories of nonverbal communication?	10	L3	CO3
Q3	a.	Imagine you are an HR manager. You have been asked to write an email in 2 or 3 sentences convincing employees to work on a Sunday to meet the organisation's demand. Utilize principles and characteristics of communication and write a convincing letter.	03	L3	CO4
	b.	"Pen is mightier than sword". Apply the principles of effective writing to business communication to prove this statement.	07	L3	CO4
	c.	Explain different types of business letters that are used by organisations.	10	L2	CO1
Q4	a.	Mr Sinha has arranged an interview for six candidates for the post of Management trainee. If you are an HR, choose appropriate types of interviews for the said post and elaborate on your choice.	03	L3	CO2

	b.	Explain the various stages involved in an interview process.	07	L2	CO1
	c.	Pentafour Ltd. has advertised for the post of Management Trainee. Draft a cover letter and resume assuming that you are Mr Varun. Identify the key elements of a resume that would enhance your chances of being considered for subsequent rounds of the interview.	10	L3	CO4
Q5	a.	You are a fresher and are invited to a business meeting at Hotel Marriott Courtyard. Make use of any three business etiquettes to be displayed at the meeting.	03	L3	CO2
	b.	Explain the Ten steps essential for a successful presentation.	07	L2	CO1
	c.	Apply the various stages of the negotiation process involved in closing a commercial deal.	10	L3	CO5
Q6	a.	A tells B, B tells C and C tells D. Identify the type of grapevine chain and list out its demerits.	03	L3	CO2
	b.	Communication is the lifeline of an organisation. Apply the characteristics of successful communication and build this statement.	07	L3	CO3
	c.	Explain the process of communication.	10	L2	CO1
Q7	a.	Identify the most appropriate visual aid a presenter can use for a workshop comprising of 15-20 attendees. Highlight the merits and effectiveness of this visual aid.	03	L3	CO2
	b.	Mr Vishon and Reena are jointly asked to deliver a business presentation for clients from different countries in the English Language. Model effective ways of designing and delivering Business presentations.	07	L3	CO3
	c.	Identify the factors influencing negotiation and highlight the negotiation strategies used by an organization.	10	L2	CO5
Q8		<p>CASE STUDY (Compulsory)</p> <p>Assume that you are an administrator of techno-craft solutions in Bengaluru. You have just received a call from your boss complaining about the employees who are shopping online during working hours. This could affect the work of the organisation. The management is considering monitoring software and blocking websites. One of the employees has overheard the conversation and they are collectively planning to go on strike.</p> <p>Questions:</p> <p>a) In your opinion, what is the best way for the management to confront this situation? What types of communication should be used? (10 marks).</p> <p>b) Do you think the employees' decision to go on strike is justified? Furnish a valid explanation in favour of your opinion. (5 marks)</p> <p>c) Choose an amicable solution to solve the problem. (5 marks)</p>	20	L3	CO3
