



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

25MBPC506

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.	03	L2	CO1
	b.	07	L3	CO2
	c.	10	L3	CO2
Q2	a.	03	L3	CO2
	b.	07	L2	CO1
Q3	c.	10	L3	CO3
	a.	03	L3	CO4
	b.	07	L3	CO4
Q4	c.	10	L2	CO1
	a.	03	L3	CO2

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	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 Mariott 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> <ol style="list-style-type: none"> In your opinion, what is the best way for the management to confront this situation? What types of communication should be used? (10 marks). Do you think the employees' decision to go on strike is justified? Furnish a valid explanation in favour of your opinion. (5 marks) Choose an amicable solution to solve the problem. (5 marks) 	20	L3	CO3

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