

**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA,
GUNUPUR
(GIET UNIVERSITY)**



B.B.A. (Second Semester Regular/Supplementary) Examinations, May, 2025

23BBAPC12002 – Managerial Communications

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Mention two barriers to communication.	CO1	K3
b. Define stakeholders in communication.	CO1	K3
c. Explain the concept and importance of internal communication in organizational settings	CO2	K2
d. List any four types of communication.	CO2	K3
e. Explain briefly about business letter.	CO3	K2
f. Write the structure of Memo	CO3	K3
g. Mention two steps in report writing.	CO4	K2
h. What are the features of a good report?	CO4	K3
i. Analysis the importance of a cover letter?	CO5	K2
j. Define the Johari Window model.	CO5	K3

PART – B

(8 x 5 = 40 Marks)

Answer **all** the questions

	Marks	CO #	Blooms Level
2. a. Explain the process of communication with a neat diagram. (OR)	8	CO1	K2
b. Explain the importance and types of listening skills.	8	CO1	K3
3.a. Explain the scope and types of communication networks in organizations. (OR)	8	CO2	K2
b. Compare and contrast formal and informal communication networks.	8	CO2	K3
4.a. Explain the format and structure of a business letter. (OR)	8	CO3	K2
b. Analysis the guidelines for writing a circular include a format.	8	CO3	K3
5.a. Write the features and purpose of a Good Report (OR)	8	CO4	K2
b. Describe the steps involved in report writing.	4	CO4	K3
c. Differ the difference between business report and Engineering reports briefly.	4	CO4	K2
6.a. Analysis different types of business meetings and how are they conducted? (OR)	8	CO5	K3
b. Discuss the importance of emotional intelligence in communication.	8	CO5	K2

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